

CHINA

PENNSYLVANIA'S TRADE REPRESENTATIVE



Steven Zou, Director

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DIRECTOR'S BIO

Steven Zou was appointed as Pennsylvania's Authorized Trade Representative in Beijing in October 1998. He is a Chinese national. Prior to working for the Commonwealth, Steven worked for Capital Iron & Steel Group for International Business.

With over 20 years of experience in international trade, Steven has connections with Chinese businesses in various industry sectors, including information technology, biotechnology, solar power, healthcare, education, food processing and dairy, hardwoods and industry machinery.

Steven received a Bachelor's Degree in Mechanical Engineering from the University of Science & Technology Beijing and an MBA from Peking University.

OFFICE SCOPE OF SERVICES

- Foreign market intelligence reports: market viability, entry strategies, competitor analysis
- Search and screening for agents, distributor, end-users and joint venture partners; background checks
- Business appointment scheduling with prospective Chinese buyers or partners throughout China
- Trade show support, including booth space leasing, pre-show marketing, meeting scheduling, logistics
- Customized lists of manufacturers, buyers, agents, distributors or other potential business partners
- Trade missions offering pre-qualified business contacts, market briefings and logistical assistance
- Referrals and introductions to Chinese government officials, industry experts, legal, shipping and other service providers
- Available for business briefings during scheduled visits to Pennsylvania

RESEARCH TOOLS & FACILITIES

- Centrally located office in downtown Beijing available for use by visiting Pennsylvania companies; office amenities include a computer, telephone, fax and internet access
- A directory of Chinese manufacturers, import and export tariffs rates and China Statistical Yearbooks for several industries, all updated annually
- A wide selection of trade show and service directories
- CD Directory of Foreign Investors in China and Hong Kong, updated annually.
- A wide range of industry specific directories, some in CD format

To obtain export assistance from our Authorized Trade Representative, contact:

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