



# Doing Business in China: Designing and Localizing Websites for the Chinese Market

*Part 2 of 2*





## EXECUTIVE SUMMARY

As China's economic importance continues to grow, Western companies have come to regard the country as "the place to be." China is achieving an important milestone as its second generation of consumers arises, a target market numerically on par with all of Western Europe combined.

How do Western companies build a Web presence in China that will compare favorably with other sites in its category? How do existing sites set, meet, or exceed the expectations of Chinese customers? How high is the bar for an entering company?

This two-part paper is based on a December 2009 webinar presentation by Rebecca Ray, former Managing Editor for the Localization Industry Standards Association (LISA).<sup>1</sup> In this second part, we outline the business case for localizing Websites into Chinese, and point out the costly errors that smart companies avoid. Part 1 examines prominent characteristics of doing business in China.

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### MAIN MESSAGES

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1. For both Web design and content guidelines in China, Western companies should obtain input from subsidiaries, local partners, local suppliers, and a language service provider from the outset.
  2. Western companies should design promotions and Web offerings with China in mind, even before their Chinese Web presence is live.
  3. Website localization is an important step in attracting and retaining Chinese consumers' attention.
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<sup>1</sup> In January 2010, Ms. Ray was named a senior analyst at market research firm Common Sense Advisory, Inc.