



**YAN GRIEVE**  
Director

## Why AXCEN?

As entrepreneurs for more than ten years in the Australia-China business environment, we have built unparalleled mutual respect and trust by achieving outstanding business success.

We have established thriving businesses, successful joint ventures and powerful partnerships. We have created thousands of jobs with real-world connections, life-long friendships, mutual understanding and shared goals.

**We make it easy to do  
business with China.**

We have trained



Queensland  
Government  
Australia



TAFE Queensland Brisbane | RTO No. 0075 | CRICOS No. 00003E | TAFE Queensland Gold Coast | RTO No. 0080 | CRICOS No. 00007G  
TAFE Queensland East Coast | RTO No. 0018 | CRICOS No. 00004E | TAFE Queensland Melbourne | RTO No. 01366 | CRICOS No. 00046A  
TAFE Queensland North | RTO No. 0542 | CRICOS No. 000120 | TAFE Queensland South West | RTO No. 0506 | CRICOS No. 00011C



understanding  
**CHINA**

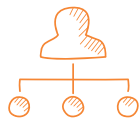
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Get  
**AXCEN**  
accredited



## Understanding China Business

AXCEN has built successful trading business in Australia and China that we own and operate.

Doing business with China is not just about understanding culture or language; knowing when strength can actually be a weakness when negotiating. Understanding and following stringent protocols are very important when doing business in China which you can not afford to get it wrong.



## China Business Strategy

AXCEN will work with your team to develop a customised offering and business strategy that works.

If you want to be successful in China you will need to understand the unspoken rules of negotiating and what should and should not be in your offering. China has a saying "if you are too stupid to understand the rules then you are stupid enough for me to take your money".



## China Turnkey Strategy

Once AXCEN hands over the keys you will receive a functioning company without all the stress.

AXCEN offices in Australia and China will work alongside your company from concept through to handing the keys over to you. AXCEN has a proven track record of establishing Joint Venture companies along with the legal and functional infrastructure to support trading operations.

Call AXCEN Today!

**07 3846 3221**

[www.axcen.com.au](http://www.axcen.com.au)

