



Grant Thornton

Go Beyond in China

The rise of China has been nothing short of meteoric. In little over three decades, the country has transformed itself from a largely agrarian society to becoming the world's second-largest economy. And it shows no signs of slowing down.

Today, China is an economic powerhouse and a key driver of global growth. It is also an increasingly important market for businesses worldwide. If your business is looking to expand beyond your home market, there are many reasons to consider China.

The country offers a wealth of opportunities for businesses in a wide range of industries. From manufacturing to clean energy, China is a hotbed of activity and growth. Let's explore some of the key reasons why your business should go beyond and expand into China.



China's Unique Investment Opportunities

China has been a major destination for foreign investment for decades. The country offers a number of unique advantages and opportunities for businesses looking to expand their operations. Here are just a few of the reasons why China is such an attractive investment destination.

Vast Consumer Market

With over 1.4 billion people, China is the world's most populous country. It also has a rapidly growing middle class with rising disposable incomes. There's no denying that the sheer size of the Chinese consumer market is a major draw for businesses looking to expand their operations.

Favourable Demographics

Although China's demographic makeup is currently shifting, the country is still made up of a majority consisting of younger people. According to United Nations data, over 62.5% of the Chinese population is between the ages of 15-59 years old. This large pool of young workers and consumers creates significant opportunities for businesses across a wide range of industries.

Established Manufacturing Sector

China is often referred to as the "world's factory." The country has a well-developed manufacturing sector that can produce high-quality goods at competitive prices. This makes China an ideal destination for businesses looking to set up their own manufacturing operations.

Growing Clean Energy Sector

China is leading the charge in the global transition to clean energy and has been hailed as a "pioneer" in the fight against climate change. The country is home to the world's largest installed capacity of renewable energy and is a major player in the global solar and wind energy markets. This presents several opportunities for businesses in the clean energy sector looking to expand their operations.





We're Open for Business

China is about to enter an era of rapid change. The country's economy is shifting from being investment-driven to consumption-driven. In the past, China's economic growth has been driven by investment in fixed assets such as infrastructure and manufacturing. However, this is changing. Going forward, consumption is expected to be the main driver of growth. This shift will present many opportunities for businesses that wish to reach the Chinese consumer.

However, China's one-child policy, which was introduced in 1980 and ended in 2016, has created a "demographic time bomb." The policy has led to a sharp decline in the working-age population. This demographic shift will have a major impact on the Chinese economy and is likely to present both challenges and opportunities for businesses to consider.

As China looks to move beyond the pandemic, businesses worldwide are closely watching the country for opportunities. Now is the time to start planning your expansion into China. With a vast consumer market, favourable demographics, and a well-established manufacturing and green energy sector, the country presents numerous appealing investment opportunities. So, what are you waiting for? It's time to go beyond and expand your business into China.

To discuss your business growth into China, contact us:

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