

# MCI MATCHMAKER PROGRAMM

## Company Profile Requirements

Should contain the following categories of information:

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This profile request is for company's applying for the MCI Business Matchmaker Program with the aim for entering the China market with the help of the Chinese local Government, the Techno Park management and MCI.

A comprehensive company profile is essential to help to secure the participation on the program and help to evaluate potential business local Chinese partners and structures.

### Guide of required Information elements (please add as required)

#### ➤ Quick facts

Quick facts provide a brief overview of the company.

Information in this category includes:

- the company's name
- license and registration
- ultimate parent ,
- company, headquarters
- branch office addresses
- public or private
- state of incorporation
- owners

#### ➤ Status

- industry league
- Company size
- number of employees,
- prices

#### ➤ Company overview

A company overview generally is a narrative of the company and the business in which it specializes.

- a rundown of the company's history
- its industry
- what products or services it offers
- key competitors
- key partnerships and key clients
- what makes It special within its industry
- It also may include a summary of financial

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### ➤ Key executives

This section should include

- the names of key executives
- their biographies
- key staff
- schooling program
- training program

### ➤ Recent key developments

Researching key developments can help to give valuable information about a company.

- projects on hand
- planned projects
- targets
- market present and future
- PR activities

### ➤ Legal issues

To obtain a better overall picture of a company's legal matters

- current court actions
- past court cases
- outstanding issues
- staff cases

### ➤ Technology

Describe companies

- technology
- research
- system

### ➤ Company location(s)

A company's location of

- headquarters
- branch offices

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- subsidiaries
- partial ownerships
- and strategic investments
- factories
- R&D units
- magazines
- service units
- schooling centers

### ➤ Intellectual property

What intellectual property the company owns, has invented, or has assigned to someone else.

- patent
- trademark filings
- licenses
- technology transfer
- joint ventures
- inventions

### ➤ Explain the wish to go onto the china market

- reason
- drive
- expectation
- timing
- way forward
- hopes
- program
- in your words.....

### ➤ Contact: see website or local partner