



China Catalyst: Powering Global Growth by Reaching the Fastest Growing Consumer Market in the World

David M. Holloman

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Maximize your presence in the China market

To drive the next round of global growth, companies will need to transition their operations and focus to one that serves the Chinese consumer. *China Catalyst* examines in-depth the transition currently underway in China from an export-led economic machine to a consumer-driven market. It outlines the economic imperative proving that greater consumer reach in China is a requirement in today's globally competitive market. *China Catalyst* also provides analysis that segments the market, helping you understand the hotbeds of emerging consumer demand helping prioritize your company's growth expansion in the market.

- Provides a current view of the growth and channels of modern retail now growing across the entire market
- Considers the importance of understanding China's 'Digital World,' the unique online universe that is critical to reaching new consumers
- Explores the current distribution as well as the supply chain trends and challenges that will help form the basis of a distribution strategy fundamental to market expansion

Leaders of Fortune 500 companies are beginning to realize that tapping the full growth opportunity in the China market is a requirement. Those companies that successfully make this transition will be among the winners in the next era of global competition. *China Catalyst* will enable you to be at the forefront in understanding this transition and capitalize on this historic shift.

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