

Business in China

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Overview of China textile

1. strong textile back ground
2. raw wool demand



Chinese buyers' initial view about US wool

1. Both buyers and sellers faced a steep learning curve to understanding each other
2. learning and trying
3. progress of US wool trade with China



Challenge from China and prospect of 2017

- ▶ 1) environmental issue;
- ▶ 2) quota issue;
- ▶ 3) RMB devalues vs. USD;
- ▶ 4) labor cost increases a lot;
- ▶ 5) warm weather in China and high price level wool;
- ▶ 6) global economy recession.



My efforts in China shows great results

- ▶ 1) Our export increases and moves forward fine almost every year.;
- ▶ 2) we increased more market awareness in market;
- ▶ 3) our brand image is improving a lot. ASI has great reputation in China wool textile industry;
- ▶ 4) I managed to educate all new buyers how to do business with US supplier;
- ▶ 5) sales grows all months/year around in good shape.



Best wishes for the new years!

