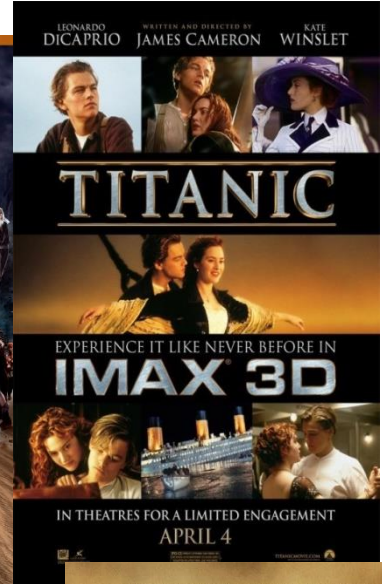


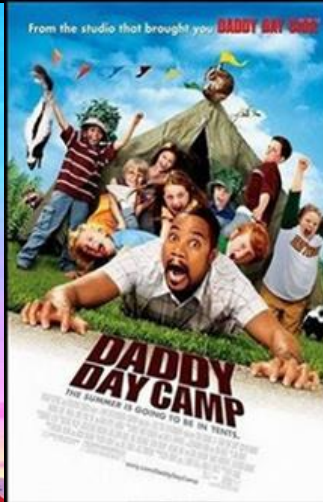
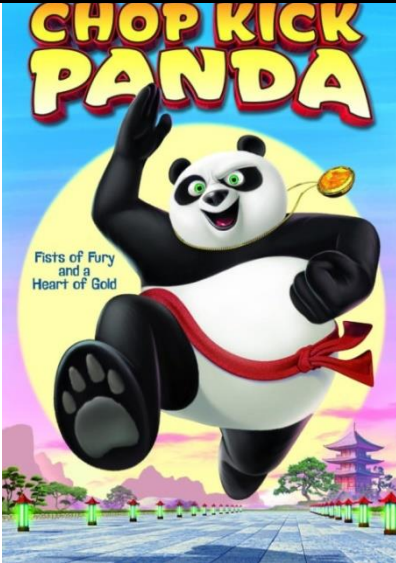
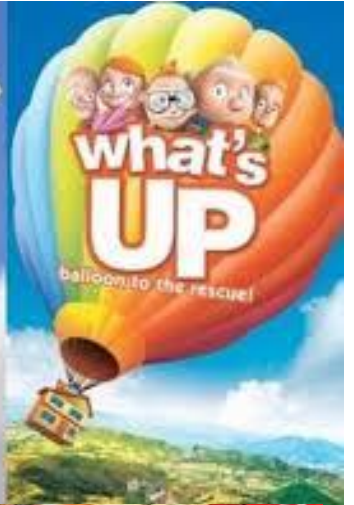
# Doing business in China

## What you need to know to be successful

*Joanne Sheppard*  
*Holtzbrinck Publishing Group*  
*Nicko Goncharoff*  
*Digital Science*

# What is WeChat?





James Cameron Company  
launches 3D film venture in  
China - Hollywood Reporter

James Cameron to speak at US -  
China Climate Leaders Summit -  
Hollywood Reporter

Arnold Schwarzenegger,  
James Cameron new faces of  
Chinese Government anti-  
meat campaign - Global  
News

US and China struggle over film quotas,  
does not impact James Cameron, IMAX  
or 3D - Hollywood Reporter

# Southern Sky Mountain renamed to Avatar Hallelujah Mountain!

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南天柱



哈勒鲁亚山

# Why China?

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- China's R&D spend - second only to the US and likely to overtake the US by 2025
- China's research output - up from less than 5% of the world's total to 20%
  - with an equal share in the 0.1% of top cited papers
- Funding uncertainty: Brexit + Trump + mayhem
  - EU, UK and North American scientists are finding a well-funded home in China
  - Chinese government launched "1000 Talent Program" to identify and recruit these leading scientists

## Some good things to know

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- Obsessed with IF and international rankings (and recently media mentions)
- Some resistance to sharing data (though this is changing)
- Great firewall and cultural norms
- Relationship is everything
- Why LinkedIn is successful in China and why Google is not
- How a software provider became a liquor distributor



In Theatres March 19

## This Spring, Clear Your Mind

Jim  
CARREY

Kate  
WINSLET

Kirsten  
DUNST

Mark  
RUFFALO

Elijah  
WOOD

Tom  
WILKINSON



You can erase someone from your mind.  
Getting them out of your heart is another story.

# Eternal Sunshine of the spotless mind

[www.eternalsunshineofthespotlessmind.com](http://www.eternalsunshineofthespotlessmind.com)

FOCUS  
FEATURES

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OK, now let's talk about the government

# Chinese publication guidelines

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第二十五条 任何出版物不得含有下列内容：

- (一) 反对宪法确定的基本原则的；
- (二) 危害国家统一、主权和领土完整的；
- (三) 泄露国家秘密、危害国家安全或者损害国家荣誉和利益的；
- (四) 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯的；
- (五) 宣扬邪教、迷信的；
- (六) 扰乱社会秩序，破坏社会稳定的；
- (七) 宣扬淫秽、赌博、暴力或者教唆犯罪的；
- (八) 侮辱或者诽谤他人，侵害他人合法权益的；
- (九) 危害社会公德或者民族优秀传统文化的；
- (十) 有法律、行政法规和国家规定禁止的其他内容的。

第二十六条 以未成年人为对象的出版物不得含有未成年人模仿违反社会公德的行为和违法犯罪的行为的内容，不得含有恐怖、残酷等妨害未成年人身心健康的内容。

With Baidu translation:

Twenty-fifth any publication shall not contain the following contents:

1. Opposed to the basic principles set forth in the constitution
2. Endangering the unifications, sovereignty and territorial integrity of the state
3. Divulging state secrets, endangering State security or damaging the honour and interests of the state
4. Incitement to ethnic hatred, ethnic discrimination, destruction of national unity, or infringement of ethnic customs and habits
5. Promoting heresy and superstition
6. Disturbing social order and undermining social stability
7. Promoting obscenity, gambling, violence or abetting crimes
8. Insulting or slander others and infringing upon the lawful rights and interests of others
9. Endangering social morality or national excellent cultural traditions
10. Other contents prohibited by laws, administrative regulations and state regulations

Twenty-sixth publications targeted at minors shall not contain minors to imitate acts against social ethics and illegal criminal acts shall not contact content, terror and cruelty which impair the physical and mental health of minors content

# Chinese publication guidelines

第二十五条 任何出版物不得含有下列内容：

- (一) 反对宪法确定的基本原则的；
- (二) 危害国家统一、主权和领土完整的；
- (三) 泄露国家秘密、危害国家安全或者损害国家荣誉和利益的；
- (四) 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯的；
- (五) 宣扬邪教、迷信的；
- (六) 扰乱社会秩序，破坏社会稳定的；
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- (九) 危害社会公德或者民族优秀传统文化的；
- (十) 有法律、行政法规和国家规定禁止的其他内容的。

第二十六条 以未成年人为对象的出版物不得含有未成年人模仿违反社会公德的行为和违法犯罪的行为的内容，不得含有恐怖、残酷等妨害未成年人身心健康的内容。

With Baidu translation:

Art 25: Any publication shall not contain the following contents:

1. Opposed to the basic principles set forth in the constitution
2. Endangering the unifications, sovereignty and territorial integrity of the state
3. Divulging state secrets, endangering State security or damaging the honour and interests of the state
4. Incitement to ethnic hatred, ethnic discrimination, destruction of national unity, or infringement of ethnic customs and habits
5. Promoting heresy and superstition
6. Disturbing social order and undermining social stability
7. Promoting obscenity, gambling, violence or abetting crimes
8. Insulting or slander others and infringing upon the lawful rights and interests of others
9. Endangering social morality or national excellent cultural traditions
10. Other contents prohibited by laws, administrative regulations and state regulations

Art 26: Publications targeted at minors shall not contain minors to imitate acts against social ethics and illegal criminal acts shall not contact content, terror and cruelty which impair the physical and mental health of minors content

“All publications imported into the Chinese market must accord with Chinese laws and regulations. The publications’ import management company is responsible for carrying out content checks on publications,” the State Council Information Office, the Chinese government’s information and propaganda arm.

*--Reuters*

## If you go to China

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- Take Chinese business cards, appropriate presents
- Prepare to pose for a lot of photos
- Speak at a measured pace and limit use of jargon
- Listen to what they need, share how are you aligned
- Don't launch straight into a demo
- If you do a demo, make sure it works!

# Less meat, less heat

Thank you