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## → Onsite Support\* (Shanghai / China)

*\* Partner Network (SH / CN)*

- Market Screening
- Location-Analysis China
- Industrial Parks
- Development-Zones
- Market Entry Regulations
- Events & Delegations
- Project Management
- Interim Management

## → Consulting – Focus China

- Strategy
- Strategic Marketing
- Trend-Radar China
- PESTEL-Analysis
- SWOT-Analysis
- Fuzzy Front-End Innovation
- Intercultural Competence

## → VBU Academy (Webinar / Seminar / WS)

- China-Update
- Mega-Trends China
- Digital China
- Sunzi-Strategy
- CSR in China
- Intercultural Competence China
- Marketing & Strategy basics
- Tools: PESTEL- & SWOT-Analysis