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## Dealing with China is tough but rewarding



James Caan

*Dear James*

I bought a product in the US that was made in China, and want to start importing it into the UK. I've been unsuccessful so far in sourcing a Chinese manufacturer. What shall I do?

*Jayne Bravery*

When I was in the Den I invested in a couple who presented a high-quality wireless mouse in the shape of a classic sports car. From my experience with Motormouse I can certainly give you advice on tracking down a manufacturer for technology products.

I think your first step should be to look at European electronics trade fairs, such as CeBIT in Germany. Any company exhibiting there is likely to be credible, fairly substantial and what I would call "Europe ready". You can get exhibitor listings even if you can't attend, and the next one starts tomorrow in Germany.

Another idea would be to approach international testing houses. They will know about the tests and certificates required for products being imported into the UK.

SGS is an international testing house with an excellent reputation.

Such a firm can be used as a filter to establish which manufacturers are accredited themselves and is another guide to a reputable factory.

When we were developing the Motormouse, we had a delay when the original product had been tested satisfactorily but due to a slight design change we had to have it tested again. For your reassurance

you could find another product similar to yours and approach the owners. Have a chat to them, and find out where they produce from. It can be tough to do business in the Far East, but as we found with Motormouse, it can be rewarding too.

■ For the full article and news of James Caan's free app, go to [standard.co.uk](http://standard.co.uk). His new book, *Start Your Business in 7 Days*, is out now.