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China and Why You Should Care. A LOT.

The International Monetary Fund's most recent forecast predicts that China's economy will be larger than that of the United States within five years (and not in 15 or 40 per previous estimates) While not surprising, American companies—large and small—must find ways to build and expand business there, soon.

The forecast reinforces the reality that American businesses cannot afford to NOT CARE about China. Moreover, caring about China to the point of success requires:

1. **Becoming knowledgeable.** Understand the market place and realize the constants and variables of the operating environment. China's priorities for its economic development are stated regularly—the beauty of a centrally-planned economy. Use this information.
2. **Suspending judgment.** China and the US have markedly different cultures, values and viewpoints. This has a big impact on how people act and how business is done. Working within the system, without deciding that one view is absolutely right or absolutely wrong, is the only way to be successful.
3. **Adjusting alignment.** It's about what *they* want, not what you want to provide. Position your company, your products, and your services according to what China values. This is often not the same as it would be in the US. Orient and align with the opportunity, or lose out.

Blue Heron Holdings provides executive briefings, advisory service, and intercultural business training for organizations seeking to thrive in the US-China arena. For more about how to be successful in China, review our [free articles](#) or [contact us directly](#).

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