



Exploring business opportunities in China and forging partnerships with and for China-based organisations.

Chiray is an experienced and independent consultancy based in London providing insightful and in-depth services to organisations who wish to develop business or cooperate with China and Chinese organisations who wish to expand abroad.

Chiray is headed by native Chinese professional, Mei Han, who has first-hand work experience with world-class blue chip companies in Asia, Europe and America.

The organisation has extensive experience in strategic marketing, business development and operations – all of which enables a thorough understanding of a broad range of a client's complex business issues. Through strong strategic thinking and analytical and numerical skills, Chiray have established a track record of serving clients in Europe, China and Australia executing a variety of successful results-driven projects.

## **SERVICES**

Chiray provide a range of services that have high impact on clients' business decisions. Normally each project is tailor-made to meet the specific needs and requirements of individual client in the following areas.

### **Market Analysis**

Conduct in-depth analysis of established or emerging markets, including market size, segments, growth projection, profitability, competitive landscape, customer base, strategic brand management, risks and uncertainties etc.

### **Strategy advice**

Based on analysis of market dynamics and the positioning of clients' business, advise client on market entry and growth strategy, and relevant organisational matters such as organisational behaviour and change management.

### **Business partner search and selection**

Based on client's needs, identify criteria for the right business partners abroad for the client. Search and shortlist potential candidates, conduct due diligence and develop next-step engagement plans.

### **Advice on policies, regulations, risks etc**

Advise clients on policies, regulations and risks involved in the clients' international business, so that the client can develop a realistic and executable business plan.

**Incisive strategic thinking  
coupled with a wealth of  
industry experience.**



#### **TRACK RECORD**

Mei Han has established a track record of serving clients in Europe, China and Australia. The client base covers both public and private sectors such as blue-chips, start-ups, government and educational institutions

#### **Examples of previous projects**

- An intellectual property project for a major British telecom company to develop plans for technology transfer to China.
- An extensive market research and analysis project about machinery and control and instrumentation sectors in China for the British government.
- A project about organizational behaviour and change management for a major consumer electronics company in China, who were shifting business model from domestic focus to international expansion.
- A feasibility study about establishing R&D centre in China for a major software company.
- A market opportunity study on an emerging new technology for an Australian based start-up.
- Advising a client on regulations and policies about the medical device sector in China.
- A business partner selection project, helping an entrepreneurial company to identify and shortlist factories in China that are right candidates to manufacture products for the company.

#### **FOR MORE INFORMATION**

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#### **Mei Han biography**



Before becoming an independent business consultant, Mei Han worked as Associate Director of Strategy and Operations for NTL (the biggest cable TV, telecom network and service provider in the UK), and as European Business Development Director for Chloride Telecom Systems based in France. She also worked as Senior Product Manager for Philips Electronics in the Silicon Valley in the USA where she spent nearly five years. She started her career as a researcher in an institute of electronic devices in China and with a couple of roles in operation and application engineering with Hewlett Packard and Toshiba in Singapore

Mei Han obtained her Bachelor's degree of Engineering from Xi'an Jiaotong University in China, Master of Business Administration (MBA) from the University of Cambridge in the UK, and Certificate in Project and Programme Management from University of California (Santa Cruz) in the USA