

Doing Business in China Case Study



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Motor specialises in graphic design and branding. An opportunity arose to expand their business to China. The potential to branch out into a new market led to the planning and execution of a company set-up in Shanghai. This included finding an office location, hiring staff, funding and establishing a network.

As leading advisors, the team at Enspira were called on for support and to work closely with Motor on this new venture.

Building a strong foundation in China

Enspira established an accounting contact, SBA, in China through the Allinial group. SBA were invaluable in the expansion, especially given the very different regulatory framework to Australia. The team at Enspira worked closely with our clients and contacts in China in the setup phase, including training on Chinese accounting software for reporting and visiting various consulates and offices to get documents authenticated.

Setting up a financial framework

In addition to business advisory and compliance services, Enspira arranged financing, provided international tax advice, budgets, transfer pricing and dealt with the red tape so that our clients didn't have to.

Making the business venture enjoyable

Although they have a very strict system to work with, our clients are finding business in China is exciting, and the team are poised for success. Motor has already designed and installed graphics for a supermarket chain's rollout of new stores.

What's next?

Enspira are continuing to work closely with Motor as they navigate the challenges of managing the growing China branch of their business from their head office in Melbourne.



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