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A Unique Legal Resource for U.S. Companies Doing Business in China

Google co-founder Sergey Brin admitted he cannot ignore China's potential business opportunity, as reported in a recent *Wall Street Journal* article.* In today's economy, China has become an influential game-changer for scrambling investors and businesses seeking to gain from the booming rise of the country's economic status. Despite its regulations and censorship laws, China has become too valuable a market to overlook.

To avoid costly mistakes, savvy business owners and entrepreneurs consult WHGC, P.L.C., a California boutique law firm with extensive knowledge of Chinese government, commerce, culture and procedures, coupled with unique and effective access to the business world in greater China. WHGC's experienced counsel are adept at assisting executives in taking critical steps to establish relationships and operations in China, Taiwan, Hong Kong and Singapore.

WHGC founding partner Jeffrey C.P. Wang recently spoke of a U.S.-based manufacturer seeking Chinese investors, an effort that began in 2009. After the U.S. company wasted more than a year and fruitlessly invested significant dollars in the endeavor, the manufacturer came to WHGC for help.

Wang guided the client in taking the proper steps, and helped the company attain its goal in just a few months. "We excel at dealing with the Chinese government, and with Chinese companies," says Wang. "We help first-rate U.S. companies link with Chinese investment partners properly, lawfully and in a way both the U.S. and Chinese governments will approve."

For Americans who aren't well-versed in the ways of business in Asia, Wang's story of the American manufacturer is a cautionary tale that illustrates this fact: Chinese commerce can be a very difficult arena to navigate. China is still a small village with a big-city look.

American executives can create problems for themselves by being misinformed and placing trust in the wrong hands – such as investors who lack the ability to spend, or Chinese agencies not qualified to advise or approve desired transactions. For example, China's economic system is still government-driven, and there are appropriate and improper chan-

nels, obstacles and restrictions to know and manage. Stepping outside the boundaries can complicate business agreements.

Wang and his colleagues aid clients by streamlining processes, surmounting obstacles and avoiding potential dead ends. For instance, Wang believes that provincial officials cannot be counted on as the sole avenue into the market. American businesses must also conduct independent due diligence in local, legal and political requirements as well as apply business emotional intelligence.

"We can guide people in the right direction in a way that few other U.S. law firms can," says Wang. "We are trusted on both sides of the Pacific. Our clients can and do move forward with confidence. We make sure every agreement is a win-win situation."

For their part, American clients appreciate WHGC's efforts, because they recognize there are areas of Chinese government and business operations that are mystifying; often they don't even know what questions to ask. But one thing Wang wants American businesspeople to know is that the idea some people still hold of a lawless China is a misconception. However, many U.S. professionals don't understand the implicit and explicit rules that govern business in China – a key reason clients come to his firm.

Late last year, WHGC entered into a strategic alliance with China's largest law firm, Dacheng Law Offices. WHGC has a record of handling mergers and acquisitions, business and financial transactions, and government compliance in imports and exports in China and Taiwan, and is also known for its accomplishments in the areas of intellectual property and international litigation. WHGC's broad experience has proven valuable since more companies are looking to protect and enforce their intellectual property rights against infringers domestically and abroad.

"Doing business in China, you need the right people," Wang says. "Our risk-filter approach to regulate against potential liabilities has saved clients not only money but their reputation and the integrity of their names."



WHGC Managing Partner Mr. Jeffrey C. P. Wang spoke at a Palo Alto Area Bar Association event, "Overcoming Legal Hurdles of Foreign Investments in China," at the Westin Palo Alto last December.

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