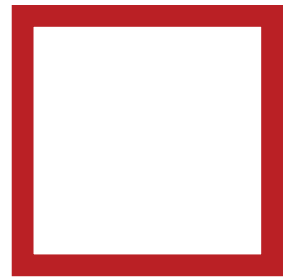


Your
China
Strategy.

Competing globally:
Outperforming Chinese
competition



„Sinolytics is the leading strategy consultancy on China. We offer European and US companies in-depth analysis, customized strategies and recommendations for well-founded decisions. We bring together market and policy analysis.“

✓ Strategy consulting

✓ Policy monitoring

✓ Executive briefings

✓ Regulatory risk assessment

✓ Market intelligence & data

GEOPOLITICS

- U.S.-China relations
- Supply chains
- Trade and investment policies
- EU-China relations
- Chinese competition abroad
- Split tech stack

TECHNOLOGY & DIGITAL

- Artificial Intelligence
- Semiconductors
- Rare earths and raw materials
- Battery technology and new energy
- Smart manufacturing
- Robotics

CHINA POLICY

- State-led economy
- Industrial policy
- Tech policy
- Competing in China
- Chinese politics
- Market access and FDI

CHINA BUSINESS

- China footprint
- Partnerships in China
- China4global
- R&D and IP in China
- Digital ecosystem
- Local-HQ alignment

REGULATORY STRATEGY

- Data governance
- Cross-border data
- Cyber regulation
- Social credit system
- Green compliance
- AI regulations

Chinese competitors going global: Competition under different rules



Chinese companies are no longer confined to their home market. Backed by state support and aggressive strategies, they are expanding across Europe, South America, Asia, and beyond. Competing in these markets requires understanding their playbook, and building a smarter one.

Key reasons to act now:

- **Global push accelerates:** Overcapacity and slow domestic demand fuel expansion.
- **Different rules apply:** Market-share-first logic beats profit-driven business models.
- **State-backed advantage:** Subsidies and financing are fundamentally changing the way competition works.
- **Rapid localization:** Chinese players adapt fast to local norms and customers.
- **Conventional approaches fail:** Traditional strategies cannot counter this new type of competitor.

Cases: How leading companies tackled Chinese competition

A

"Chinese competitors entered our markets almost overnight, winning projects we thought were secure. We had no clear picture of which regions were most at risk or how fast this expansion would happen."

- European Manufacturer

B

"Their pricing and financing offers completely changed the game. We couldn't match their low prices or the attractive financing packages backed by state banks. Competing on cost alone was impossible, and we needed to find other levers to stay relevant."

- Global Machinery Firm

C

"Geopolitical dynamics were a blind spot for us. Without clarity, we risked misallocating resources and missing opportunities in safer markets."

- Multinational company

What We Offer.

Our services: From insight to action



Case 1: Understanding global expansion

A

“Chinese competitors entered our markets almost overnight; winning projects we thought were secure. We had no clear picture of which regions were most at risk or how fast this expansion would happen.”

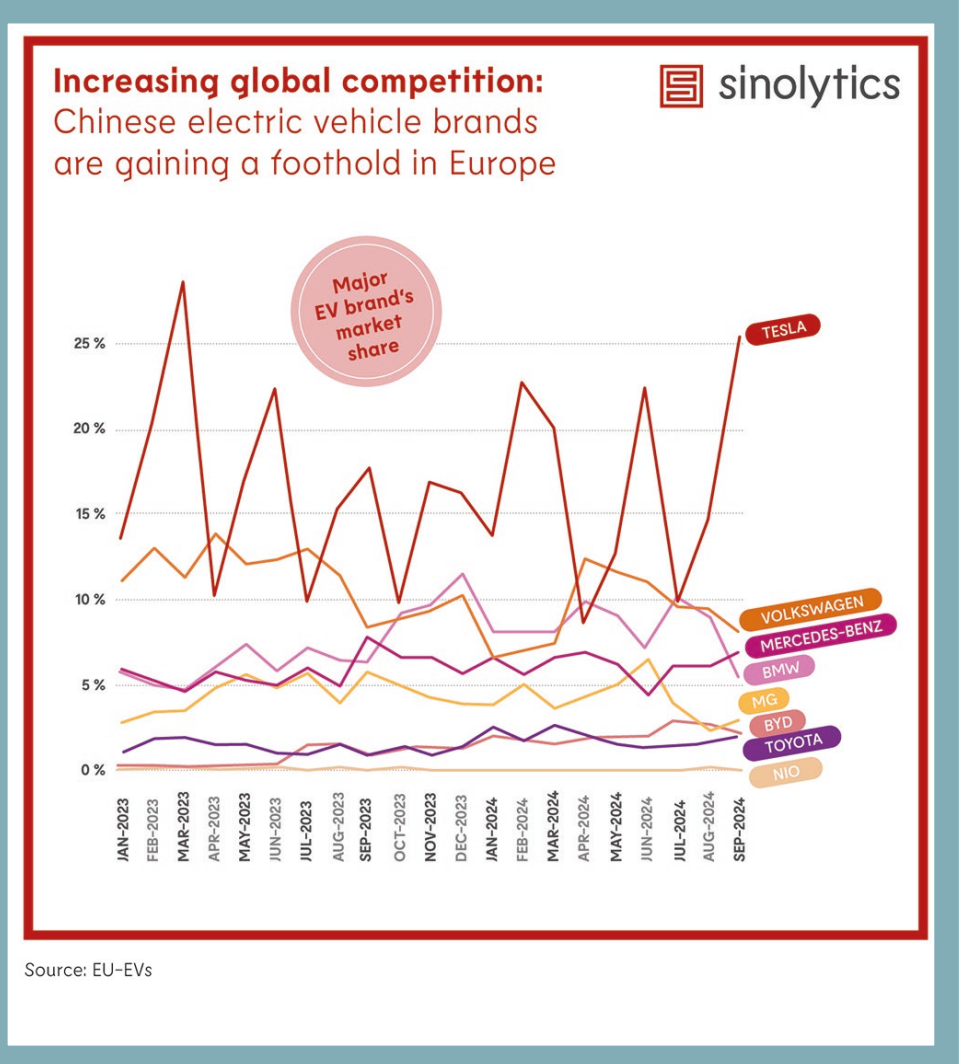
– European Manufacturer

Approach:

We analyzed competitors’ global strategies, mapped priority regions, and assessed their entry tactics.

Solution:

The client received a region-specific risk map and a proactive defense plan for high-risk markets.



Case 2: Competing beyond price

B

"Their pricing and financing offers completely changed the game. We couldn't match their low prices or the attractive financing packages backed by state banks. Competing on cost alone was impossible, and we needed to find other levers to stay relevant."

– Global Machinery Firm

Approach:

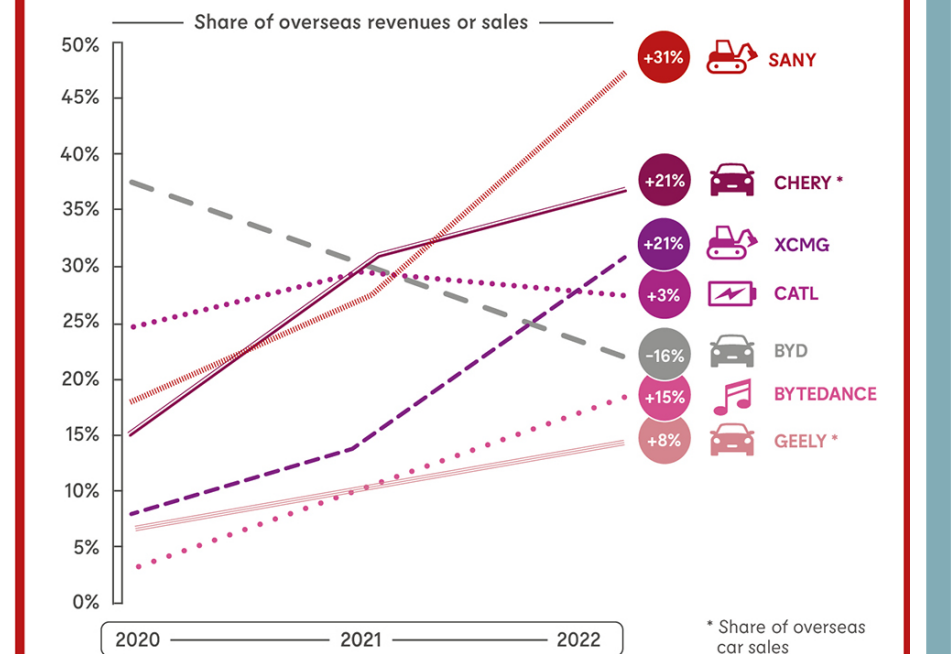
We benchmarked pricing models, financing tactics, and identified alternative levers for competitiveness.

Solution:

The client implemented a differentiation strategy focused on service excellence and tailored financing options.

China going global: Chinese companies across industries are intensifying competition abroad

sinolytics



Source: Respective company annual reports and public announcements

Case 3: Navigating geopolitical barriers



"Geopolitical dynamics were a blind spot for us. Without clarity, we risked misallocating resources and missing opportunities in safer markets."

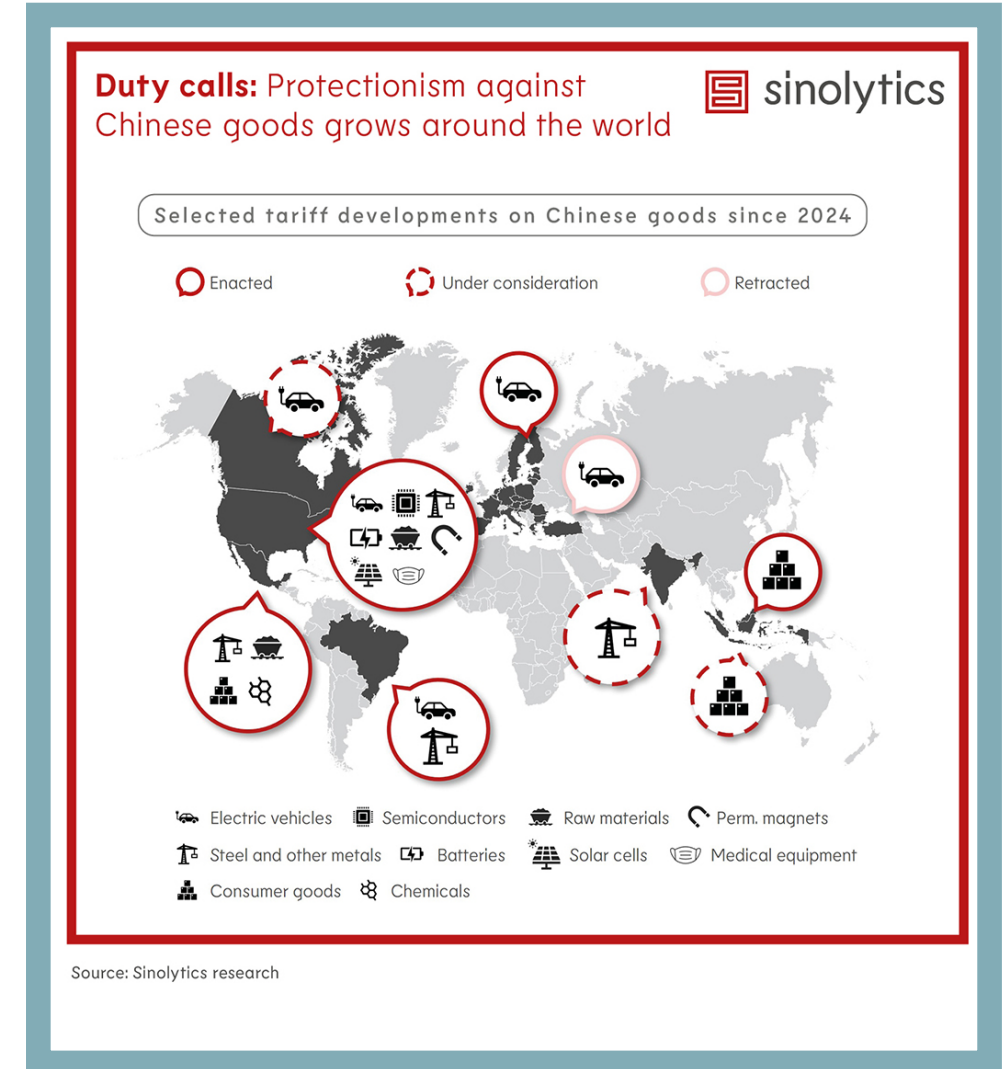
- Multinational company

Approach:

We assessed protectionist measures, trade restrictions, and political alignment across key regions.

Solution:

The client prioritized markets with lower geopolitical risk and developed contingency plans for vulnerable.



**Let's
find
solutions.**



Got curious?

Contact us for more information.

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