

CARDNO MBK’S CHINA EXPERIENCE

WHAT IS CARDNO MBK?

CIVIL ENGINEERING CONSULTING COMPANY

PROVIDING SERVICES FOR:

- Urban Development
- Roads and Bridges
- Water & Wastewater Treatment
Management
- Marine and Coastal Development

WHERE ARE WE WORKING OVERSEAS

- Sri Lanka
- Papua New Guinea
- Philippines
- East Timor
- India
- Malaysia
- Indonesia and
- China

**WITHDREW FROM CHINA MARKET AFTER
COSTLY AND UNSUCCESSFUL ATTEMPTS
FROM 1989 – 1992.**

LATE 90's CHINA MARKET FOR CONSULTING SERVICES BECOMING TOO LARGE TO IGNORE

SUCCESS IN CHINA MARKET REQUIRES WELL DEVELOPED STRATEGY

KEY FACTORS

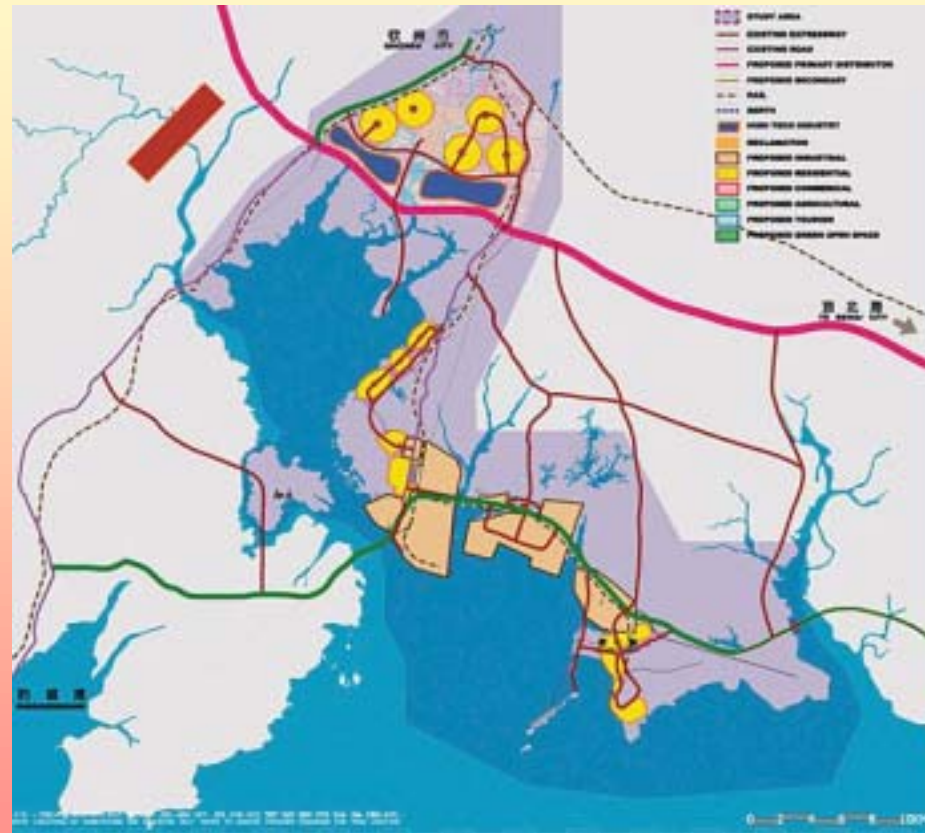
- Chinese Speaking Staff
- Establish Key Relationships
- Allocate Time & Budget
- Ability to Add Value

NEED TO ESTABLISH TRACK RECORD

- How?
- Build and Use Relationships

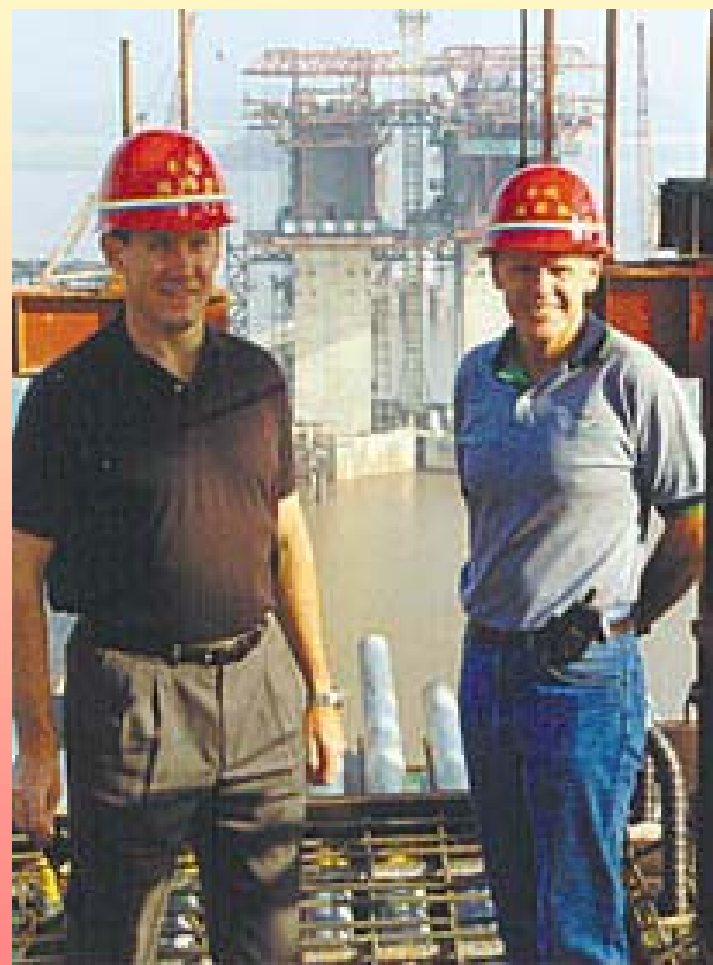
IMPORTANT ISSUES TO NOTE

- Business Decisions not made in the office
- Authority is not readily delegated
- Chinese are well educated/good technical skills
- Seek Value Added Solutions
- State Owned Enterprise always keen to establish MOU's
- Things Take Time in China
- Don't leave things to chance



Qinzhou Master Plan – Guangxi Province

Hangzhou Ring Road Qianjiang River Bridge No.6





Shenyang Western Wastewater Treatment Plant
Capacity : 800 tons/day
Liaoning Province

IMPACT OF WTO ENTRY

- Increased Competition
- Improved Payment Process
- Emerging Private Sector Investment

ACKNOWLEDGE SUPPORT PROVIDED BY

- DFAT/EAU through publications such as “China Embraces the World Market”
- QDSD through the marketing support they provide to Queensland Business

THANK YOU