



Artisan Business Group

Marketing EB5 Projects in Asia (outline)

Overview: Outbound Investment

- Top destinations: Canada, the U.S., Australia and New Zealand. Canada is the most popular destination for Asian business and investment immigrants because of the country's liberal visa policies and relaxing immigration laws. The U.S. EB5 projects has become very attractive in recent years due to aggressive publicity and promotion efforts in Asia.
- Major Asian investors: South Korea, China (including Taiwan and Hong Kong), India, Japan, Southeast Asian nations (many overseas Chinese)

How to Get Started

- Learn the Marketplace
- Get to Know Your Customers/Investors
- Understand Key Cultural and Legal Issues
- Find Reliable Local Partners/Marketers
- Develop Effective Marketing Strategies

Characteristics of Asian Investors

Who Are They?

- Mostly male, married, between 40-50 years of age
- Company Executives, Private Business Owners, Lawyers, Medical Doctors, Entrepreneurs
- The Chinese and South Koreans are willing and eager to invest in the U.S.

Where Are They Coming from?

- Shanghai, Beijing, Guangzhou, Seoul, Taipei, Hong Kong, etc.

Characteristics of Asian Investors

What Do They Like?

- Projects in cities or areas with large Asian population – They want to stay closer to their own culture, food, language and media.
- Better (perceived) value or return with low risk – they expect good ROI and little risk!

Characteristics of Asian Investors

What Are the Motivations to Invest Overseas?

- Looking for new business and investment opportunities
- For the sake of their own children's education and future
- Staying away from unstable political environment in their home countries
- Protecting personal assets and family fortune
- Seeking permanent residency in the U.S.

Asian Decision Making Process

Destination Choice

- The U.S. is the most desired destination for most Asian immigrant investors, especially Chinese and Korean investors.
- Recommendations from Friends and Trusted Sources
- Their Own Research on the Web

Asian Decision Making Process

Sources of Information

- Referrals from Friends and Business Contacts
- Investment Seminars Hosted by EB5 Promoters
- Immigration Consultants and Law Firms
- Lifestyle Publications
- Advertisements

Key Cultural Issues

- Asian immigrant investors prefer project sites that are closer to large cities such as Los Angeles, San Francisco, Seattle, and New York.
- Asian immigrant investors need to be convinced that they do not have to live in the project area if the project is located in the rural area.
- Most of the investor's family members do not speak English, cultural orientation is very important.

Key Cultural Issues

- Asian investors are very concerned about their children's safety and education.
- Asian investors appreciate introductions on American education and legal systems which are so different from their native countries in Asia.
- Hire a cross-culture communication consultant to provide orientation to Asian immigrant investors and their families.

Legal Considerations

- Always provide accurate and up-to-date information about your EB5 project.
- Make sure that legal documentations are also translated professionally and available in Chinese, Korean, Japanese or targeted languages.
- Only utilize and hire qualified and government licensed immigration services providers (investment recruiters) in Asia. Due diligence must be conducted on these partners.

Effective Marketing Strategies

- Utilize qualified market entry consultants to assist your marketing efforts
- Do not give away your exclusive rights to one local immigration service providers (ISP)
- Work closely with your local partners to host EB5 seminars and workshops

Partnering with Asian Partners

- Identifying qualified officially licensed Immigration Service Providers (ISP)
- Working with Reputable Asian Market Consultants in the U.S. – Never Enter a New Market Alone!
- Business Relations are based on Proven Trust and Friendship Built over Time
- Avoid Working with Dishonest and Fraudulent Firms

Future Trends

- Growing Personal Wealth and Disposable Income in Asia
- More Asian Investors are Coming to the U.S.
- More U.S. EB5 Projects are being promoted in Asian Markets
- Asian Investors are Looking for More Unique Projects in the U.S.

Questions and Answers

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