



The Total B2B Interview Solution in Asia Pacific

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❖ Info-China

- Founded in 2006, headquartered in Beijing
- Branch offices in Shanghai, Cheng Du and Hong Kong
- ~ 30 full-time professional employees
- Local resources and competitive global research experience providing top class full service market research and data collection services
- Strict quality control
- Scientific approach using the latest advanced methodologies and utilities
- ESOMAR professional and ethical standards are company policy





B2B Interview Capability

❖ What sets Info-China apart?

- One of the largest survey-based B2B research companies in China
 - Able to conduct 15-20 B2B studies simultaneously
 - 3000 projects to date
- Senior research directors with extensive experience in quantitative and qualitative market research
- Wide coverage of major industries: IT, Telecoms, Financial Services, Healthcare, FMCG and Manufacturing
- Extremely broad Executive Panel
- Top class integrated translations
- Full-time plus part-time interviewer teams, speaking both Chinese and foreign languages
- In-depth training for interviewers in industry knowledge



B2B Interview- Research Directors

❖ Stephen Hu

- *Age:* 40
- *Education:* Master of Economics, majoring in Statistics, Beijing Economic and Trade University
- *Work Experience:*
 - 2001.1 – 2003.1, IPSOS (China) Marketing Research, Research Manager
 - 2003.3 – present, Info-China Marketing Research Co., Ltd., Director Client Service & Research
- *Specialty:* Quantitative research in major industries: IT; Telecoms; Financial Services; FMCG
- *Qualifications*
 - 2003.3 – present, representative in Greater China of Sawtooth Technologies Inc., as a consultant to all application users of Sawtooth CATI software in China, Hong Kong, Taiwan and Singapore



B2B Interview- Research Directors

❖ Abbie Xiong

- *Age:* 39
- *Education:*
 - 1997.9 – 2001.7, Journalism and Communication Dept. Xiamen University, majoring in Journalism; Bachelor of Art;
 - 2001.9 – 2003.7, Journalism and Communication Dept. Xiamen University, majoring in Journalism especially in advertising; Master of Art.
- *Work Experience:*
 - 2006.1 – present, Info-China Marketing Research Co., Ltd., Senior Researcher
 - 2003.9 – 2005.12, CTR Marketing Research Co. Ltd, Researcher
- *Specialty:* Qualitative research. As moderator, Abbie has presided over more than 100 groups, covering categories such as telecommunications, pharmaceuticals, household products, personal care products, foods & beverages and industrial products. She has completed various research types including concept tests, CUT, U&A, segmentation studies, TVC tests, product/taste tests and brand image tests. Abbie is well versed in the most modern qualitative techniques such as projective questioning.

A topographic map of a region, likely the Pacific Northwest, showing cities like Seattle, Portland, and Vancouver, and geographical features like mountains and water bodies. The map is partially obscured by a dark blue horizontal bar.

B2B Interview-Industry coverage

- ❖ IT/Telecom
- ❖ Financial/Service
- ❖ Healthcare
- ❖ Manufacturing
- ❖ Others

B2B Interview-IT/Telecom industry studies

Study	Description	Country	Quantitative or Qualitative
APAC RFID Market Study	To identify the state of RFID implementation in manufacturing industry	China, Korea, Japan	Quantitative
Data back up and recovery Study	Understand the state of the market for data back up and recovery in Japan	Japan	Quantitative
Two Wheelers Dealership Management System	Understand usage and market of Dealer Management Systems for two wheelers motorcycles dealer	China	Quantitative
APAC IT Manager	Understand trends of IT technology in large enterprises in 2007	China/Taiwan/Hong Kong/Korea/Japan	Quantitative
Production Lifecycle Management Study	The market demand on PLM system produced by a famous international ISV	China/Taiwan/Hong Kong/Korea	Quantitative
ERP Study	The market demand on an international ERP providers' product	China/Taiwan/Hong Kong/Korea	Quantitative
Identity Management Technology Study	To learn the trends in the area of security and identity management technology	China	Quantitative
IT Budgets Outlook Study	IT budgets outlook study of APAC large enterprises in 2007	China/Taiwan/Hong Kong/Korea/Japan	Quantitative
Textile Software Marketing Study	Gather information on the demand for textile manufacturing software applications to help the client create its strategy regarding software applications	China	Qualitative
Data Storage Technologies Study	Understand what components (e.g., features, services, etc.) users value in an archive storage system	China	Quantitative
Data Center Services Study	Understand the servers, storage, and related data center topics	China	Quantitative
Retailer Reseach	Spending for multi-channel retailing solution in mass-merchant, specialty merchandise, department stores and pharmacy chain stores	China/Japan	Quantitative
Transportation Management System Study	Market demand on Transportation Management System provided by a famous international provider	China/Taiwan/Hong Kong/Korea	Quantitative
IT Budget Allocation Study	Understand IT spending patterns by global Top 2000 organizations	China/Taiwan/Hong Kong/Korea/Japan	Quantitative
SMEs IT Study	The level of using data service and voice services among SMEs	China	Quantitative
Enterprise Application Research	Regarding database, middleware and business application, understand brand awareness and purchasing behaviour of businesses	China	Quantitative
Application Delivery Infrastructure Study	Understand the usage level and deveopment of application delivery nfrastructure	China	Quantitative

B2B Interview-IT/Telecom industry studies

Study	Description	Country	Quantitative or Qualitative
Channel Partners Recruitment Study	To help a security vendor to recruit channel partners for attending the seminars in 5 Japanese cities.	Japan	Quantitative
Branding for IT Company in FSI & Telecom Study	To determine 5 – 10 hottest topics/key issues for a large IT company to build the brand and catalogue/provide solutions customized in Financial services and Telecom industry	Hong Kong	Qualitative
SQL Study	Profiling ISVs across East Asia, such like which database they are using	China/Korea/Japan	Quantitative
Top Websites Study	This study is concentrated towards servers management in top websites companies.	China/Korea/Japan	Quantitative
Retail In-Store IT Spending Study	In-store IT Spending outlook study in large retail merchants	China	Quantitative
Automotive IT Benchmarking Study	Evaluate technology trends in IT departments in famous automotive companies, such like Volkswagen and Toyota	China/Japan	Qualitative
APAC Data Center Management Study	Around the data center management issues, the targeted respondents are large companies which IT budget is at least US\$ 1 million	China/Taiwan/Hong Kong/Korea	Quantitative
IT Infrastructure Study	Understand the ownship and usage of IT infrastructure in enterprises across China	China	Quantitative
Data Warehousing Study	Understand the satisfaction of companies that are using data warehousing consultant services, such like the service provided by IBM, Oracle, Accenture and Teradata	China/Korea/Japan	Quantitative
Financial Company Study	Understand IT budgets and technology trends in Commercial Banking/Brokerage/Hedge Funds industries	China	Quantitative
Global Top 2000 Companies Study	Understand IT purchasing pattern in top 2000 companies	China/Taiwan/Hong Kong/Korea/Japan	Quantitative
Hospital Study	Understand how large hospitals are using communications /connectivity technologies	China/Korea/Japan	Qualitative
ISV Study	Profiling ISVs across East Asia, such like what products they provide, what industries they are responsible for, what platforms their product support	China/Taiwan/Hong Kong/Korea/Japan	Quantitative
IT Mobility Study	Understand the demand of IT mobility technology by enterprise	China/Hong Kong	Quantitative
IT Networking Study	Understand the demand of data and IP network services	China/Taiwan/Hong Kong/Japan	Quantitative
Server Use Condition Study	Understand the needs and usage patterns for businesses using Intel-based servers	China/Taiwan/Japan	Quantitative

B2B Interview-Financial industry studies

Study	Description	Country	Quantitative or Qualitative
Payment Methods Study	Understand how much businesses spend on business, essentials and how they pay for them (bank check, EFT, wire transfer,cash, etc.)	Hong Kong/Japan	Quantitative
Korea Small Business Study	Understand what Asia ' s SBPs perceive as their advantages over larger SMEs; what the challenges and obstacles they face are; how they are raising funds, professionalising management, building networks of customers and suppliers, and expanding outside their home markets.	Korea	Quantitative
Japan M&A Study	Collect expert opinions of the general M&A environment in Japan	Japan	Qualitative
Multinational companies executives interview	Understand the working ways between local executive and abroad headquarters executive, when foreign companies conduct M&A action in China	China	Quantitative
M&A in Asia Pacific	Collect expert opinions of the M&A activity level and development across Asia and APAC	China/Taiwan/Korea/Japan	Qualitative
Private Equity Firms in Asia Pacific	Understand how the private equity firms face the claim by external party such like by investors, vendors, portfolio company management, portfolio company stakeholders, regulatory authorities; how they put the risk down that individual private equity professionals face	China/Taiwan/Hong Kong	Qualitative
ATM Operations Executives Study	Understand ATM operations, issues such like functions and cost, in retail banking sector across China	China	Qualitative
Banking and Commerce Study	Understand how banks and merchants cooperate when they increasingly offer similar payments products and services to end customers	China/Japan	Quantitative
British Investment Study	Regarding investment environment in UK, understand the satisfaction with British related government unit of the companies who have invested or plan to invest in UK	China/Japan	Qualitative
The China Companies Study	To understand how Chinese companies evaluate British and other western companies in their approach of introducing products and services.	China	Qualitative

B2B Interview-Healthcare studies

Study	Description	Country	Sector	Quantitative or Qualitative
IT software use and IT budgets in healthcare organization in APAC	IT software use and IT budgets in healthcare organization	China, Taiwan, Korea	Healthcare	Quantitative
Imaging Systems in Hospitals	Understand usage, budget and perceptions for imaging systems and software	China	Healthcare	Quantitative
Smoking Cessation Product Study	Concept test on a new smoking cessation product provided a top international provider	Korea	Healthcare	Quantitative
Hepatitis Molecular Tests Study	Understand the procedure of HCV and HBV diagnostic in labs of university hospital, and potential market for next generation of automated viral tests using molecular amplification	Japan	Healthcare	Qualitative
Weight Management Ingredient Study	Understand status and background knowledge on the ingredients among various weight management products	China	Healthcare	Qualitative
Renal Cell Cancer Study	Understand how to treat renal cell cancer stage 4	China/Korea	Healthcare	Quantitative
Symbicort Study	Understand the usage of ICS/LABA combination treatment in the treatment of COPD and asthma	China/Korea	Healthcare	Quantitative
Diabetes Study	Product test via conjoint analysis of next generation long-acting insulin for treating type 2 diabete patient	China/Korea/Japan	Healthcare	Quantitative
Dyslipidemia Drug Study	Product test of dyslipidemia drug	China/Korea	Healthcare	Quantitative
Ophthalmologists Study	New product test	China	Healthcare	Quantitative
Optician Tracker Study	Tracking study of optical chain store in Beijing, Shanghai and Guangzhou	Hong Kong, India	Healthcare	Quantitative
Urologists and Gynecologists Study	To understand the homecare and hospital care of penile implants, vaginal slings, pelvic repair, BPH, stone management, male incontinence	Taiwan	Healthcare	Quantitative
Optometrist Study	To understand their recommend or involving in the discussion about brand selection to the consumers or decide the brand for clients	Malaysia, India	Healthcare	Quantitative
Radiologists Study	New product test	China, Hong Kong	Healthcare	Quantitative
Interventional Cardiologist	Concept test on image of an international manufacturer of interventional surgical tools such like stent	China, Taiwan	Healthcare	Qualitative
Surgeon Study	New logo test for an international medical device manufacturer	China, Singapore	Healthcare	Qualitative

B2B Interview-Manufacturing studies

Study	Description	Country	Sector	Quantitative or Qualitative
Industrial Manufacturing Companies in Japan	The business process outsourcing demand of original equipment manufacturing (OEM) companies	Japan	Manufacturing	Qualitative
Customer Satisfaction Research	Satisfaction of consumer in large electronics manufacturing industry, to industrial printer provided an famous international provider	China/Taiwan/Korea	Manufacturing	Qualitative
Door & Gate Automation Devices Study	Understand the market of Door & Gate Automation Devices Study	Japan	Manufacturing	Qualitative
Food and Beverage Companies Study	Discuss with R&D people about their demand on flavor and flavor system, and determine whether the client's product is desirable	China/Japan/Hong Kong	Manufacturing	Qualitative
Higenic Diaphragm Valves Study	Understand higenic diaphragm valves market in harmaceutical/biopharmaceutical/bioprocessing industries in East Asia	China/Taiwan/Singapore/ Korea/Japan	Manufacturing	Qualitative
Industrial Lubricants Study	Gain an understanding of the overall industrial lubricants market in primary metals industry, industries which use gas turbines for power generation, industries which use reciprocating gas engines for power, mines/quarry	China	Manufacturing/ Mine	Quantitative

A map of Asia and China, showing major cities and geographical features. The map is overlaid with a blue gradient that transitions into the slide content.

Executives Panel

- ❖ Info-China has built an Executive Access Panel of over 200,000 respondents
 - Covers the major industries: IT; Telecoms; Financial Services; Healthcare; Manufacturing; Automotive; and FMCG
 - Extends throughout Asia Pacific into China, Taiwan, Hong Kong, Korea, Japan, Singapore
 - Mainly C-level and D-level respondents
- ❖ The Executive Panel is used mainly in complex, sensitive studies
- ❖ Info-China has also built a physicians panel including 60,000 doctors across China, Taiwan, Hong Kong, Korea, Japan, Singapore, Malaysia and India - a good representation of the distribution of doctors in local hospitals



Top class of translation

❖ Questionnaire translation

- Questionnaire translation is the foundation of accurate research
- Involves considerable professional input
- To ensure the interviewee can understand the questions thoroughly, Info-China:
 - Actively communicates with the client on the exact meaning of the questionnaire, based on the professional knowledge of researchers
 - Is supported by a group of industry experts drawn from respondents
 - Conducts pilot interviews

❖ Simulation translation

- Info-China provides clients with experienced simulation translators in qualitative studies

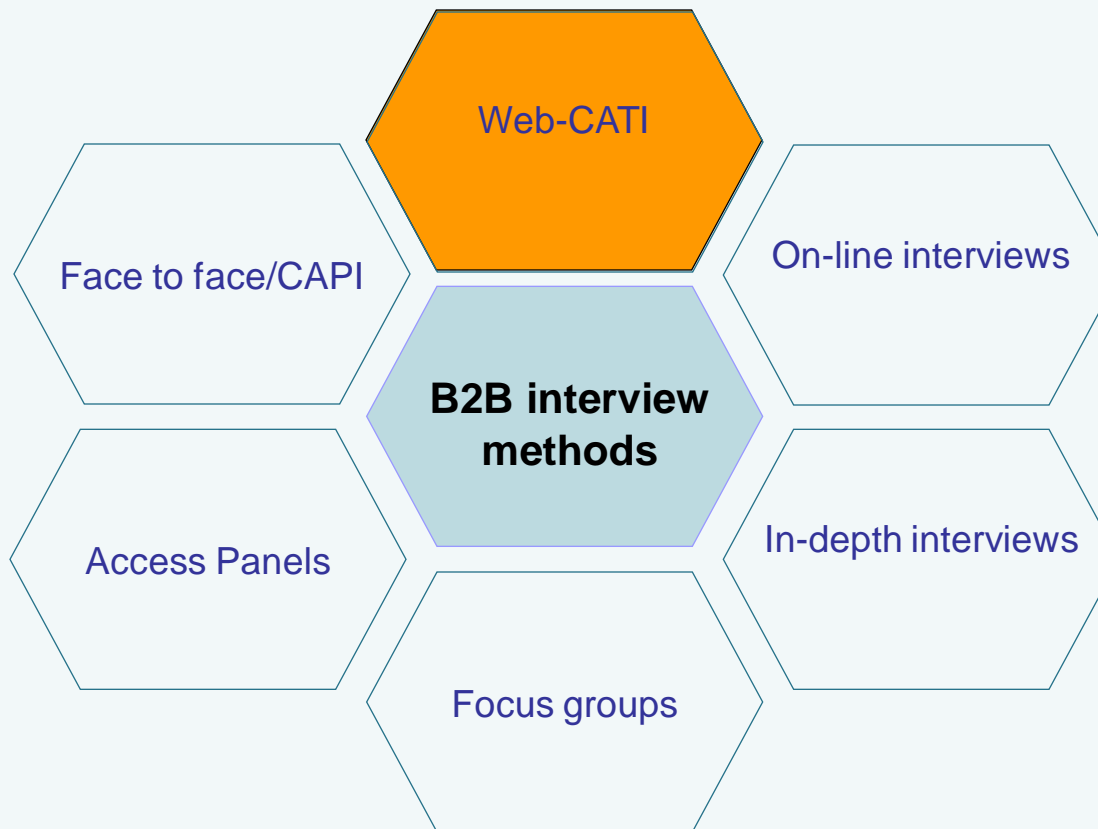
Interviewers team

- Info-China has the best team of multi-lingual interviewers to conduct company interviews across East Asia in 4 languages, including Chinese (Mandarin, Cantonese, Hong Kong Cantonese, Taiwan dialect and Shanghai dialect), English, Japanese and Korean.
- We have 50 full-time interviewers and 300 part-time interviewers across 3 offices.



B2B Interview Methodology -----overview

- ❖ Info-China is able to conduct B2B Studies in various ways, providing clients a full range of options



Web-CATI

The advantages on CATI

Large quantity

- Info-China has 100 CATI stations in Beijing, Cheng Du and Hong Kong



Advanced technique

- Info-China has adopted Sawtooth's Wincati software, widely used by marketing research companies in U.S.A. and Asian Pacific, which provides
 - Questionnaire authority and administration
 - Sampling and call management
 - Quota control
 - Direct data and label export to analysis systems, such as SPSS, Excel, and Quantum.

Integration with Web

- CATI/Web mixed interviewing projects can be set up
- The programming, sample database and data result are unique for CATI/Web mixed interviewing
- Respondents can be recruited via phone, then decide whether to be interviewed by telephone or Web
- For those who join via the Web, the emails containing the invite and login information are sent automatically.

Face to Face Interview

- ❖ 30% of B2B interviews Info-China conducts are F2F
- ❖ Info-China has a nationwide research network to conduct F2F interviews across China



CAPI/CAVI

请问您为什么会选择购买这本杂志
(只选择最重要的原因)

别人向我推荐过

我喜欢其中的一个封面故事

我经常读这本杂志

我想更多的了解这本杂志

我喜欢这本杂志封面的设计

继续

请选择您对以下水果/蔬菜的喜欢程度有多大?

非常不喜欢 非常喜欢

椰菜	1	2	3	4	5
西红柿	1	2	3	4	5
玉米	1	2	3	4	5
花椰菜	1	2	3	4	5
苹果	1	2	3	4	5

请选择您愿意购买的啤酒? (多选)

百威 朝日 哈啤 虎牌

嘉士伯 建力士 蓝带 青岛

继续

请选择一本您有兴趣购买的杂志

Online Survey

- ❖ Info-China has built a robust, scalable platform for online surveys
- ❖ Info-China cooperates with top websites and is able to conduct online surveys to almost 10 million Netizens of China.
- ❖ Info-China has conducted many online surveys and scores highly for client satisfaction
- ❖ Online surveys are suitable for many types of B2B research

Screeners

S2. Have you or any of your families been interviewed in the past 6 months?

Yes	<input type="radio"/>
No	<input type="radio"/>

S3. Are you between 16 years old and 50 years old? (Single)

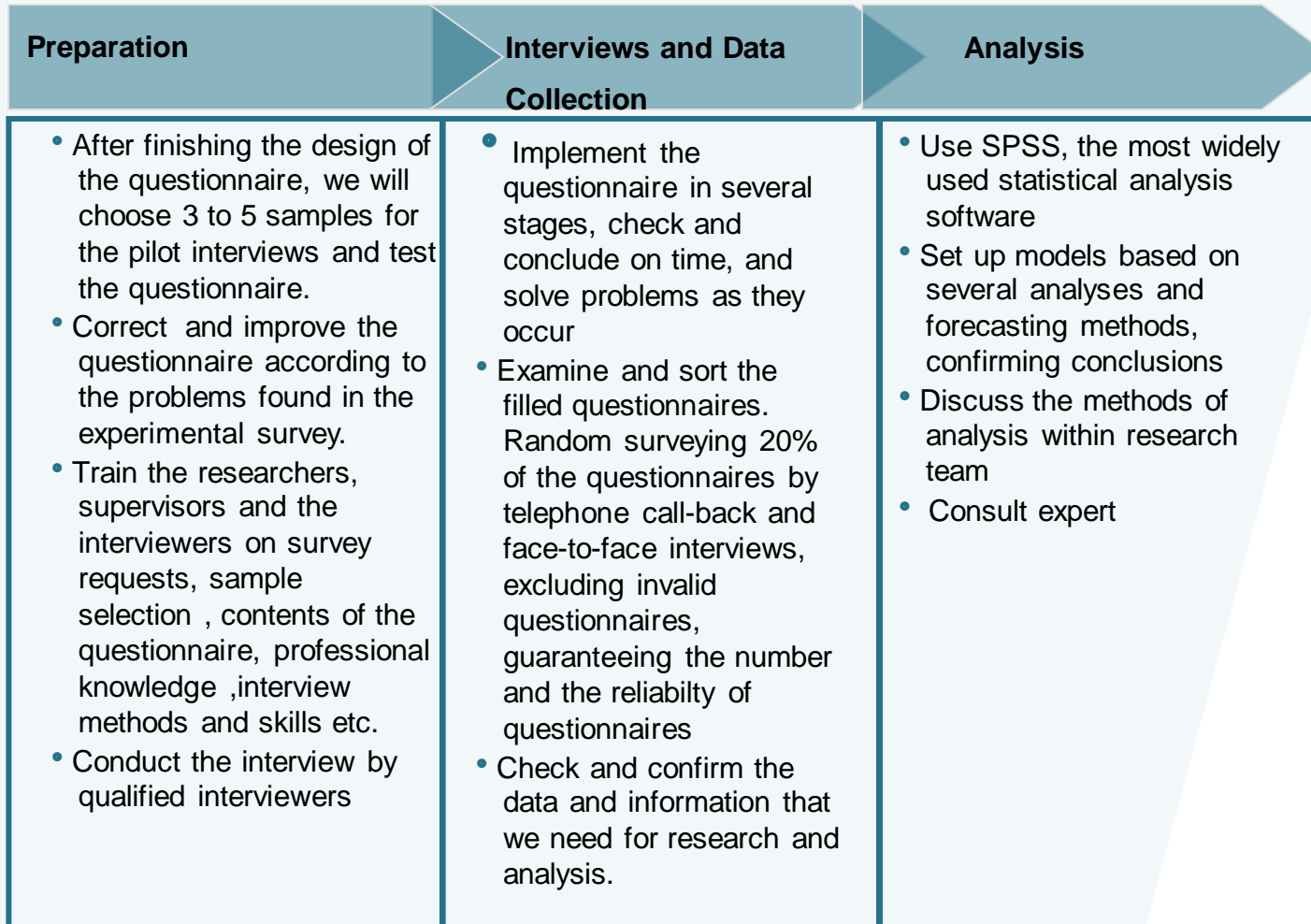
Yes	<input type="radio"/>
No	<input type="radio"/>

S4. Are you or any of your families is working in following industries? (Single)

Marketing Research Service	<input type="checkbox"/>
TV station; Broadcast; Media publishing or Magazine	<input type="checkbox"/>
None of above	<input checked="" type="checkbox"/>
Refusal	<input type="checkbox"/>

Strict Quality Control System

The measures of quality control





In-depth interviewers training

❖ Industry knowledge

- In addition to basic training, we regularly arrange in-depth training on industry knowledge for interviewers
- The trainer is from Info-China's experts group and senior researchers
- From their desk, interviewers can draw upon an internal knowledge forum, which we keep updated regularly on the latest industry topics.



For more information
www.info-china.com.cn

