

E-LEADER

Macao, China 2017





Welcome

Eddie Hui

CEO Advisor IT emaos

Mission is to leverage IT to help others in terms of

Coaching , Training and Consulting

A Management Studies

Integrity Challenges facing a startup in China

**By
Eddie Hui
CEO Advisor IT emaos**

Agenda

- 1. Introduce – IT emaos**
- 2. Challenges and Answers**
- 3. Describe - Integrity, China, Startup**
- 4. Share - Challenges on Integrity facing startup in China**

Introduce - IT emaos

2006 **Emao Services**

2007 **Emaos Limited**

2008 **em@o**

2016 **IT emaos**

**Leverage IT to help others in terms of
Coaching, Training and Consulting**



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Business Consulting & Outsourcing

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IT emaos

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Challenges and Answers

Integrity

Challenges facing a startup in China

Integrity

誠

Cheng

Integrity

言 = 誠 = 成
Yan Cheng Cheng

If you **spea**k with **integrity**, then you might be **succeed** to convince others

China

中

国

Zhong Guo

China

中 = Central
国 = Jade

Companies like to startup in China
because it is a piece of Jade

Start Up

初 創
chu chuāng

Start Up

初 with a **Knife** 刀
創 with a **Sword** 劍

**Start Up is facing a lot of Challenges
like a **Knife** and a **Sword****



朝華電子有限公司
CHIU HWA ELECTRONICS LTD.

506



MINOLTA



香港中區皇后大道中
SUN HONG KAI (CHINA) LTD. 506-508

化学分析
物理性测试
仪器

朝華 代理 Taylor 泰華
工业流程控制系统



中娃
國娃

Melody Gifts Collection







34

CÔNG TY TNHH MÀ SƠN

RYOBI POWER TOOLS
Công Cụ Điện Động

RYOBI POWER TOOLS
Công Cụ Điện Động

RYOBI

RYOBI
POWER TOOLS

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RYOBI

POWER TOOLS

'94 10 20

ENCAD
1997 A/P Distributors Conference



Start Up Process

6 P in

Marketing

Plan

People

Products

Place

Price

Point of Presentation

Selling

Prospecting

Probing

Proposing

Purchasing

Profiting

IPO

Integrity Challenges

1. **Secretary** loves to join new start-up
2. Fake **subsidiaries** oversea
3. Under-table to build **reference**
4. You only know what the clients really **wants** when both naked

Integrity Challenges

5. **Traffic** in a e-Commerce platform could be fake
6. Business plan for investor including fake **Big Gun**
7. Insider **Hacking** on Intellectual Property
8. Revenue before IPO is **fake**

Conclusions

Challenges facing a startup are everywhere not just in China

We are just candid 坦白 to share

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Further Challenges?

Thank You Very Much!