

# Meet Dr. Nicholas Hellmuth



At a Chinese  
trade show in 2014

## Consulting with Dr Nicholas Hellmuth, FLAAR Reports, at a Chinese Sign & Graphics Trade Show during 2014

Visiting a Chinese trade show is a clever way to move ahead of your competitors. At Chinese sign & graphics trade shows you see increasing numbers of

- Distributors from Europe, Middle East, Africa, North America, Latin America
- Manufacturers from outside China looking for Chinese partners
- Printshop owners and managers wanting to see more options than what are available at ISA, SGIA, FESPA or VISCOM

In other words, you are going to see and learn more from visiting a Chinese trade show. How many printer and signage expos are there in China ? What about textile printer expos ? What about ceramic tile printing expos ? Which is better? A Chinese expo or FESPA Asia ?



### 1st step in consulting with FLAAR:

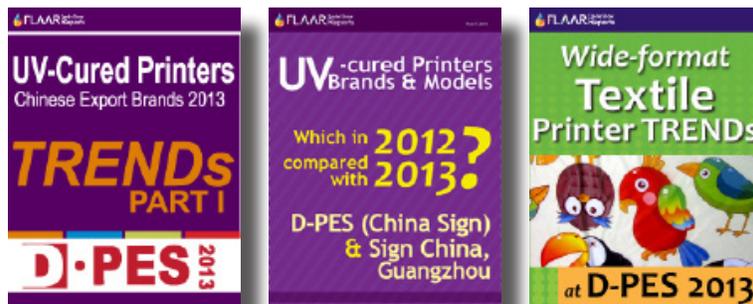
You receive help deciding which trade show to attend and which Chinese expo(s) to skip. There are four major signage trade shows in China. There are two dedicated textile expos. There are specialized expos for printing on ceramic (floor and wall) tiles. We have been to each one of these, so can provide you the benefit of six years experience in China.

If you have never been to each show, how can you figure out which one to attend?

Dr Hellmuth attends these shows so he can explain to you what each show is like, and which Chinese sign & graphics exposition would be best for your needs.

For example, why wait until autumn for a Chinese printer expo. The biggest expo is in the summer when you can get crucial information from Dr Hellmuth, in advance of your competitors, before Autumn.

As part of the decision process we provide you with FLAAR evaluations of pertinent Chinese trade shows. You can select as many of these PDFS at no extra cost:



### 2nd step:

getting your visa (once you sign up for consulting, we explain our procedure of obtaining Chinese business visa).

### 3rd step:

FLAAR can suggest, from our experience, which hotel(s) to consider (no, we are not a travel agency, but Dr Hellmuth has a staff of three who do all the flight, hotel, and shuttle arrangements that his busy schedule requires). We can at least provide the benefits from our experiences with Chinese hotels (they are great; food is delicious; rooms are enormous, beds are comfortable).

And, if you want a really low price hotel (but still clean and adequate) we can name four Chinese hotel chains with hotels at \$50 a night price. If you want full luxury, we can also tell you the best hotels for luxury: might as well enjoy Chinese hospitality.

Based on our experience of 6+ years attending trade shows in China (in some cases three times in a year), FLAAR can provide a full list of useful tips on ground transportation, such as how to deal with non-English-speaker taxi drivers, when shuttles are available, and what about trains/metros to and from the airport, etc.

### 4th step

You can book as many hours with Dr Hellmuth at a trade show as you wish; just realize, however, that consulting implies assistance BEFORE, during, and follow-up after the expo, so don't count just the hours at the event. Three hours is enough for a walk-through of most trade shows, four to five hours if you want Dr Hellmuth present during your meetings in each booth that you visit.

**FLAAR can share with you our experience in China,  
and with Chinese manufacturers**





## Consulting Options

**For any manufacturer** (ink, substrates, components, printers, laminators, or comparable), \$3200

3 to 4-hour walk-through with Dr Hellmuth. He will network you to key people in pertinent Chinese, Taiwan, or Korean companies. For many of the important Asian companies he knows the executives, managers, and personnel in the booth already. Dr Hellmuth is also available for a breakfast meeting or dinner meeting at no extra cost other than the meal and transportation to and

from meal location if not adjacent to the trade show area.

Since most trade shows are several days long, it is best if you schedule this walk-through on the first morning or first afternoon. That way we can provide follow-up on the second and/or third days. Whether you seek a reliable Chinese manufacturer or simply need introductions to key

companies in China, this option allows you to benefit from four years of Dr Hellmuth's growing presence and impact within the Chinese wide-format printer, ink, and substrates industry.

FLAAR also includes reasonable follow-up e-mail, Skype, or phone calls for 30 days following such a trade show visit with Dr Nicholas Hellmuth.

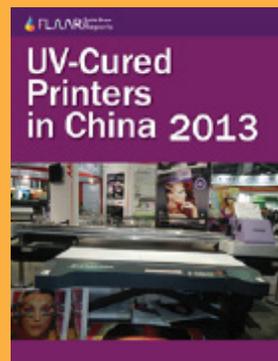
Calculate the opportunities if you attend a Chinese (or Korean or Taiwan) trade show in-person with Dr Nicholas Hellmuth.

In addition to the learning experience, Dr Hellmuth will also provide you and your company with your choice of any of key FLAAR Reports in PDF format, full color. You will be sent these FLAAR Reports before you arrive in China (you can read them on the airplane).

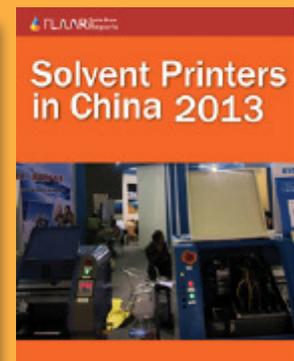
Besides our traditional publications based on each trade show, you will receive a Best of the Show Report, featuring in a brief, straight style, the FLAAR's equipment choice of the trade show. This publication is especially useful if you were not able to walk the entire exhibition floor, and might miss a key improvement in given equipment.



*Plus, at the manufacturer level consulting status, we also provide you the complete FLAAR Reports on all UV printer manufacturers and separate all solvent printer manufacturer annotated inventory*



\$3200



\$2100

*\* Each group gets freebie level Chinese reports. Each group gets TRENDS at 50% discount.*

## Introduction to Business Etiquette in Asian Countries

Since culture and behavior in Asia might seem different to what you are used to, FLAAR can provide very useful tips and suggestions on how to interact with CEO's in Asia. And especially, how to conduct yourself at a business dinner in China?

What most distributors, manufacturers and also owners of large printing companies also do in China, is visit the actual manufacturing plant(s) of the company(s) they wish to buy from.

FLAAR has experience over several years inside Chinese, Taiwan, and Korean factories of printers, ink, media, and substrates throughout the country, from Beijing in the north to Shenzhen in the south.

So we can accompany you to provide discrete reality-check at each factory. Cost is \$600 per day plus hotel and airfare (when we know far in advance and can make time in our schedule).

## If you are planning to exhibit in China (or Korea or Taiwan)

Based on visiting hundreds of booths of trade shows in Asia, FLAAR can provide suggestions on how to attract more visitors to your booth, and what your focus should be to have a successful expo.

The cost for a consulting session at a major trade show in Korea or Taiwan is \$3400, due to the higher costs of attending expos there.

### We can answer questions about:

Which Chinese printer manufacturer would be a suitable OEM partner for your brand? Yes, you would be surprised how many major Japanese brands are no longer made in Japan whatsoever! They are made in China!

Which Chinese ink manufacturer would be a suitable source for an OEM brand for you?

Which Chinese flatbed cutter manufacturers should you consider to grow together in your markets?



## For distributors (inks, substrates, printers or comparable)

2-hour walk-through to look at the printers, inks media substrates or other hardware, software, or consumables that you are interested in, \$1500. This includes follow-up on subsequent days.

Four-hour walk-through with time to have Dr Hellmuth with you during key meetings, \$2100, with follow-up on subsequent days.

If you have already visited five or more Chinese printer, ink, or substrates factories, then you know enough to shop in a Chinese trade show on your own.

If you have already attended a minimum of three years of Chinese trade shows, again, you can surely survive relatively well at a China sign expo on your own.

BUT, if your company is new to China business traditions, if it's a maze to figure out which of FORTY Chinese printer manufacturers to consider, you have an easy choice: go blind and hope you select the correct Chinese product: or hire FLAAR Reports

evaluation experience.

The cost of the session with Dr Hellmuth is a value compared with the risk of going in (relatively) without first hand experience inside Chinese manufacturing facilities.

You also can ask for further tips, help, and answers by Skype, e-mail, or telephone during two weeks after the trade show.

To further prepare yourself for attending a Chinese trade show with Dr Nicholas Hellmuth, you can ask for FLAAR Reports at no extra charge and you can ask for any other FLAAR Reports, TRENDS series, 2012, 2011 or 2010, at a 50% discount. You can order TRENDS noticed in 2013 and/or TRENDS for 2014 at a 25% discount after you cover the expo consulting fee.

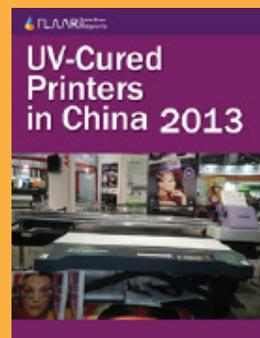
The cost for a trade show in Korea or Taiwan is minimum flat fee of \$2500, due to the higher costs of attending expos there.



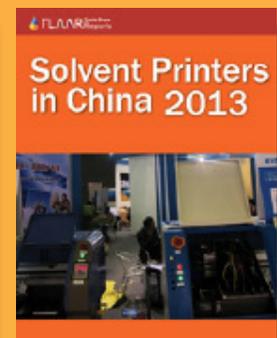
Nicholas with Inkwin staff at their booth in Guangzhou Sign China, 2012

*At the \$1500 consulting fee level, if you also wish either the complete Chinese UV printer manufacturer list, you can obtain this at 50% discount. Same with solvent printer list: 50% discount. Or, combo offer for both solvent + UV printer manufacturers lists together for \$1700; so consulting + these reports is flat fee of \$3200 total.*

*\* Each group gets freebie level Chinese reports. Each group gets TRENDS at 50% discount.*



\$3200



\$2100

## For print shop owners and/or managers

\$1200 for 2-hour walk-through (plus preparation via e-mail, Skype, or telephone, and also reasonable follow-up via e-mail, Skype or telephone after the show). This low rate is available only for print shop owners and/or managers, and only for the expos in China that we are already scheduled to attend.

Two hours is plenty if you wish only inks, or only substrates, or only printers.

- If you want inks AND media or substrates, three hours is probably better. Add \$300 to base cost for the extra hour.
- If you want printers AND inks three hours bare minimum.
- If you want printers AND inks AND media or substrates you will need four hours bare minimum. Total cost would be \$1700 for four hours (plus follow-up at no extra cost).

And, when you get back home, you can ask follow-up questions for the week after the trade show. There is no extra cost for reasonable follow-up questions.

The cost for a trade show in Korea or Taiwan is \$2100, due to the higher costs of attending expos there.

As you can see from the photos here, a lot more FLAAR Reports staff are at Chinese expos than just Dr Nicholas. So over the many years that all of us have been attending Chinese expos, the manufacturers of inks, media, substrates, printers, laminators, coaters and flatbed cutters recognize the FLAAR logo (and recognize the FLAAR team).

So you can probably predict that if you walk into a booth together with Dr Nicholas or other member of the FLAAR team you will get somewhat more special attention. Plus we can often introduce you personally to the owner, CEO and president (might as well go straight to the top).

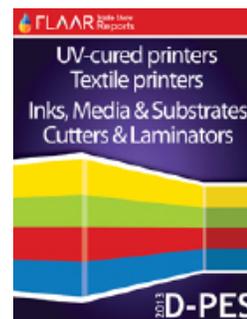
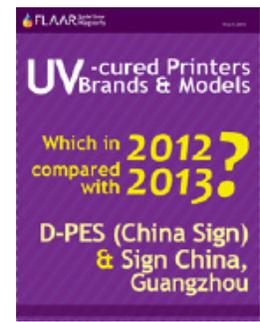
(We have one team member for textile printers, one for UV-cured printers, one for media, one for inks, etc).



If you have a serious interest in wide-format inkjet printers in Asia, FLAAR also offers the following reports. Any or all of these FLAAR Reports may be ordered, individually, or as a group, or as a Subscription. The more you order at one time the higher the discount is.

FLAAR also assists Chinese manufacturers of UV-cured, solvent, textile printers inkjet inks (latex, solvent, water-based, UV-cured), media (photo, indoor signage), substrates (PP, PE, PVC, non-wovens, technical textiles) and eco-friendly materials: jute, bamboo, and other plant fibers.

We are also available for consulting for CNC router manufacturers, XY flatbed tables, laminators, coaters, lenticular software, RIP software, and other aspects of wide-format inkjet printer workflow.



## How to Contact FLAAR to arrange a consulting session in China (or in advance)

If you wish to hire Dr Nicholas Hellmuth as a consultant at a Chinese trade show, and wish to prepare in advance, please send an e-mail to [Info@FLAAR.org](mailto:Info@FLAAR.org). If you do not receive an answer within 48 hours, follow-up at [ReaderService@FLAAR.org](mailto:ReaderService@FLAAR.org). You can also telephone the manager at US telephone number, 419 823-9218. You can also communicate with administrative staff at FLAAR via Skype, [flaar\\_mesoamerica](https://www.skype.com/user/flaar_mesoamerica).

This contact information is only for opening up a professional consulting appointment either with Dr Hellmuth coming to your company.

This e-mail and telephone number is:

- not to circumvent the Inquiry-Survey Form
- not to ask miscellaneous questions
- not to get other information such as the basic reports

Because over one million people a year read the FLAAR reviews in 62 countries in three languages on our dozen web sites it is not possible to respond to miscellaneous inquiries except to discuss possible consulting. If you wish to interact with FLAAR there are two ways: consulting, or via the Survey-Inquiry form.

If you are an individual, a small business, as well as a large company, we reply to the Inquiry-Survey Form usually within 48 hours, so via the form on the web site is the way you should reach us. There is no cost for the entry level FLAAR reports.

Upper level reports are available as theme-related bundles by credit card from [www.wide-format-printers.NET](http://www.wide-format-printers.NET). If you have a consulting relationship with FLAAR, you get all the reports as part of our services (at discount).

Please understand that due to the size of the readership it is not realistic to handle initial inquiries by telephone unless we have a working relationship with your company initiated by your e-mail followed by a day of initial consulting at your place or at a trade show.

If you have a serious interest in wide-format inkjet printers in Asia, FLAAR also offers the following reports from previous years.

Any or all of these FLAAR Reports may be ordered, individually, or as a group, or as a Subscription. The more you order at one time the higher the discount is.



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*Previously updated May 2011, January 30, 2012, July 27, 2012, April*