



How to manufacture products in China

Elyse Daniels | Founder, Exodus Wear

Course Overview

This is a very practical workshop designed for anyone considering manufacturing a product in China. You will learn the opportunities and pitfalls of working with agents and directly with factories. You'll develop a plan and thorough budget for your project, make contact with an agent or factory on the day and understand how to negotiate a manufacturing agreement. You will take control of the process and avoid missteps and scams that can cost thousands.

Course Outcomes

- > Learn the costs and benefits of going direct to factory versus using an agent.
- > Evaluate which is best for your business.
- > Understand how to negotiate with agents and factories. Learn the fundamentals of a manufacturing agreement, how to protect your IP and avoid scams.
- > Develop a best-practice manufacturing plan: source materials, develop product samples, shift to mass production, budget freight costs and audit your factory.
- > Learn what to pay, how to set payment terms and make secure international transfers.
- > Learn how to source factories and agents and distinguish a good from bad supplier. You will source and make contact with an appropriate factory or agent for your project during the workshop.
- > Ensure your products are being manufactured ethically. Learn how to ensure a factory's staff are being paid a fair wage and that workplace health and safety regulations are met.
- > Learn how to take advantage of the new ChAFTA (China Australia Free Trade Agreement) rules that come into effect in 2018 to reduce duty on imports from China to 0%.

About Elyse Daniels

Elyse Daniels took a niche idea to create customisable jackets and turned it into a multi million dollar business. Exodus Wear now produces a range of custom apparel for schools and community groups. The jackets have been worn by Justin Bieber, Justice Crew, Kyle Sandilands and many other celebrities. Elyse has been manufacturing products in China since 2009. She has first-hand experience of the pitfalls and made lots of unnecessary mistakes that cost time, energy and thousands of dollars. She's passionate about supporting others to avoid these mistakes and presented at the 2017 Global Retail Conference on this topic.

Suitable for

- > Entrepreneurs and start-ups developing product based businesses. Whether it is starting a fashion line, producing an invention or importing electronics, this course will cover all of the fundamentals of manufacturing and importing from China.
- > Business owners and entrepreneurs already working in China who want to cut out the middle-man and start manufacturing their product direct with the factory to improve profit margins.

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Course Curriculum

Module 1: Options for Sourcing

- > Define your goals
- > Agent vs Going Direct
- > Pros & Cons of Using an Agent
- > Pros & Cons of going direct to Factory
- > What to look for in an agent and / or factory.

Module 2: Methods for Sourcing

- > Sourcing websites
- > Travelling to China – set up an effective trip.
- > How to get a business VISA
- > Make the most of tradeshow
- > Visiting factories
- > Source materials (direct or via agency or factory)
- > Negotiate exclusivity and protect your IP

Module 3: Design & Sampling Phase

- > Factory Audit
- > What to pay
- > What to look for when visiting a factory
- > Negotiate a manufacturing agreement
- > Sampling process

Module 4: Mass Production & Logistics

- > Quality Control
- > Duties & Free Trade Agreement
- > Get your goods out of China. Pick a freight provider, understand the import documentation required, track your shipment etc.
- > What insurances do you need?
- > Budgeting (understand the hidden costs)
- > How to pay your factory – avoid being scammed.

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Course Logistics

This workshop is one day and is limited to twelve participants. Elyse delivers the course in person, weaving in real-life examples from her nine years of experience manufacturing Exodus Wear and other products in China. This is a very practical workshop and participants will develop a manufacturing plan, budget and source and contact factories and agents on the day. This workshop is held in an awesome boardroom in the Sydney CBD and runs from 9am– 5.30pm with short breaks Lunch, morning and afternoon tea is provided.