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“WHICH STEPS SHOULD POLISH PRODUCERS OF COMMERCIAL MINING EQUIPMENT TAKE TO SUCCESSFULLY ENTER THE CHINESE MARKET?”

[Document subtitle]

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Abstract

This project investigates how Polish companies that produce commercial mining equipment should prepare to enter the Chinese market. The conceptual framework with five steps: get to know the market and partner, preparation for a meeting with a Chinese partner, negotiation of a contract with a Chinese partner, signing a contract and cooperation with a Chinese partner, evaluation of cooperation with a Chinese partner that should be followed by Polish companies that are planning to enter the Chinese market.

This project is based on the data that was collected by the author during three-month internship at the Embassy of the Republic of Poland in Beijing. The findings of this project are built upon data gained from participant observation method and literature review.

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1. Introduction

The tradition in Poland of extracting iron, coal and copper goes back to the 17th century and thought that period companies had a chance to develop technologies and techniques needed to achieve the best result. (Kopacz, Kryzia and Kryzia, 2017) As Polish companies have developed on the native market, they can export the knowledge and machinery to the foreign countries like China. In this project, the author would like to investigate what kind of chances Polish mining companies have on the Chinese market and what kind of steps they should follow to enter that market.

For writing this project the author will use the information gained during the observations that were made during the three-month internship at the Embassy of the Republic of Poland in Beijing. During the internship at the Embassy the author of this project participated in the China Coal and Mining Expo 2017 where the author had a chance to speak with the Polish entrepreneurs that had been present on the Chinese market for many years. The author of this project believes that Polish companies have a great potential and knowledge that was gained over the years to successfully enter the mining market in China.

In this project, the author will analyse the characteristic of the Chinese market, the coal mining industry in China and elements that companies should remember about before entering the Chinese market. Following step will be analysis of the Polish coal mining industry to give an understanding of how big the Polish mining market is that gave companies chance to develop technology.

The reason why the author of this project decided to focus on the coal mining industry is because it is the region in Poland where the author is from, Silesia, which is rich in this kind of raw material. Silesia is also known as “the capital of the coal mining industry”. The author finds it interesting to investigate the chances companies from this part of Poland have in China.

The most important factor that needs to be remembered when writing this project is the focus on the cultural differences that are between Poland and China. The cultural differences need to be identified and understood before trying to enter any kind of new market.

The mining industry has played a massive role in the creation of modern Poland, as Poland sits on a relatively rich foundation in relations to natural resources (Hardygora et Al, 2012) Specifically the coal mining industry has been the foundation for energy creation, export and was the foundation of 111000 people in 2012 (Hardygora et al, 2012).

Although the total amount of jobs related to the coal mining industry is significant, it has been declining in recent years to be well below 100 000 (Pekin.msz.gov.pl, 2018). The Polish commercial coal mining industry is nearly 250 years old, as the first permanent coal mine established in Poland was built in Szczakowa in 1767 (Pekin.msz.gov.pl, 2018).

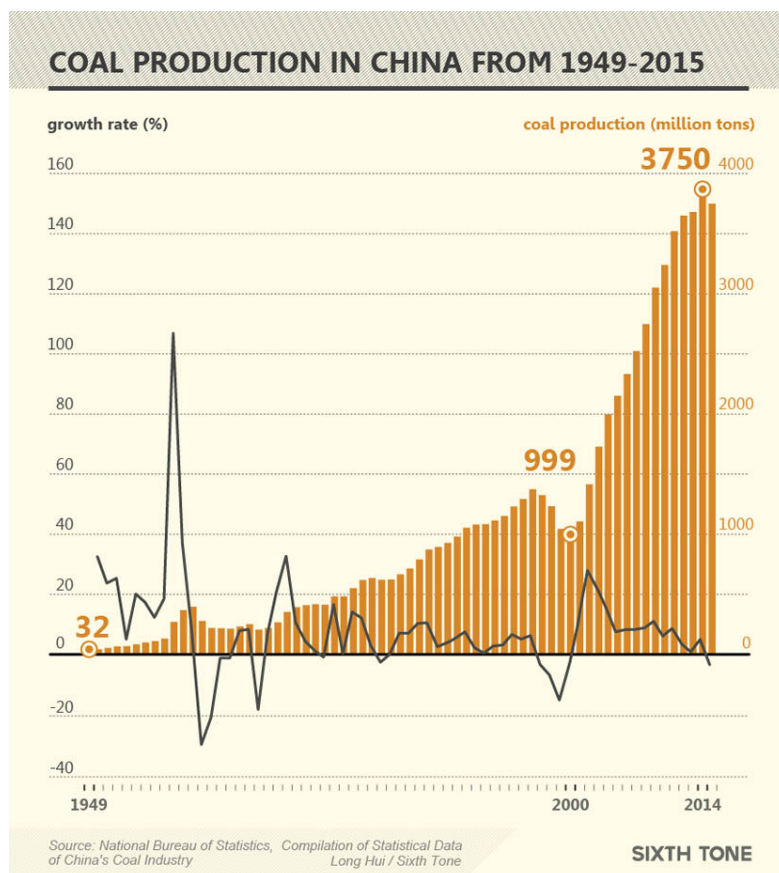
It was served as the foundation for what would be a booming industry in Poland, that production wise would top in the 1990s. The development of the coal mining industry in Poland experienced many ups and downs, as a direct result of world war two and the Soviet Union. The industry however, was a key element in both occupations, as the produced coal was export to different countries and used as an important resource. When the Soviet Union dissolved, the Polish mining industry experience quite a boom during the 90s, and the industry reached the height of Polish coal production (Pekin.msz.gov.pl, 2018)

In recent years, the world has shifted its focus towards renewable and more green energy sources. This has had some effect on the Polish coal mining industry, although it still manages to be a massive market and industry for Poland to mine, utilize and export. Poland has continued to develop the industry, as Poland is also the biggest European producer of Coal, Poland recognizes the importance of the

industry to the many Polish people that are working in the industry, which leaves the country in a bit of difficult situation (Mikulska & Kosinski, 2018)

China is responsible for over half the world's total consumption of coal (Kang, 2016), when the coal production and utilization was peaking, it supplied over 80% of the country's total electricity. Historically, it has been a big source of wealth to the otherwise poor northern regions of China (Kang, 2016).

As the figure shows, the overall production has been growing substantially in the last 60 years to reach its peak only a few years ago. The production had been decreasing in recent years though, as China and the rest of the world is shifting towards preferring a more green and sustainable energy sources. In addition to



the massive production of coal, Source: (Kang, 2016)

it is noteworthy, that due to the massive need for coal in China, it is actually believed that China is net importer of coal (Kang, 2016).

The Chinese government puts substantial focus on developing the coal mining industry in the 50s and 60s and produced impressive growth results, and as

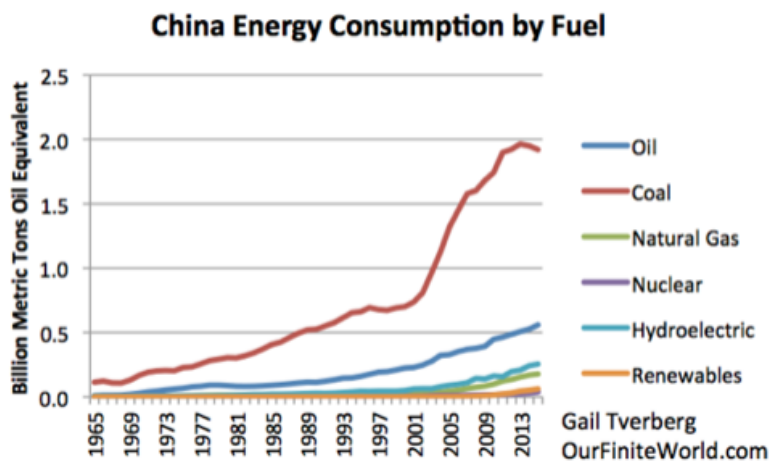
the overall coal production grew, it became a vital part in the electricity and overall power consumption in China.

As the graph above shows, the production of coal, was growing somewhat linear until 2000, where an initial small decrease was followed by an exponential growth. This growth was a direct result of the development of overall Chinese production (Kang, 2016).

In recent years, the world, including China has been focusing more on green energy sources, resulting in some of the Chinese regions that historically has dominated the coal production to put official restrictions and bans on opening new mines and similar. This is resulting in the existing commercial coal miners to need more innovative and efficient products that can continue to ensure the production meets as big a part as possible of the domestic demand for coal (Hsu, 2015).

Additionally, China has initiated strategies to continuously lower their overall coal consumption in the coming years, where they aim at lowering their total energy consumption from being 64,2 percent to 62 percent by 2020 (Hsu, 2015). Although this is a substantial decrease in overall coal consumption, coal is still, by some margin, the largest energy resource in China.

Moreover, China is the biggest producer and consumer of coal in the world, which gives Polish companies a great opportunity to appear on this market. As the graph below (Tverberg, 2016) shows, China's biggest energy source is coal, they are using almost 2,0 billion metric tonnes of that raw material. Furthermore, China has around 11,000 coal mines (Tverberg, 2016). This is a huge market where every company has a chance to sell its products. The scale of coal production is huge and that results in a big demand for new technologies and machines. The experience that Polish companies have from the domestic market can be used and sold to the Chinese. Polish mining entrepreneurs know what kind of needs the Chinese mining industry has and can fulfil them through their own experiences.



Source: (Tverberg, 2016)

Furthermore, the Chinese government is planning to close down 4,000 mines until the end of 2018, due to the plan to improve safety according to the '13th Five Years Plan' on the safety production of coal mines (Tverberg, 2016). The safety improvement plan brings opportunities of the companies that produce different kind of machines that help to achieve the aim. Years back there was no safety controls in China, but now the government is trying to improve that by putting new regulations and raising working standards for the employees. (Kennedy, 2017)

When it comes to the cooperation between Poland and China, then it goes back to the 29th January 1951 when the agreement about exchange of goods and payment between those two countries was signed in Beijing. Following agreements were signed alternately in Poland or China. (Pekin.msz.gov.pl., 2018). Embassy of the Republic of Poland in Beijing was the second embassy that was established in China. Currently, the Polish Embassy is one out of the 338 foreign embassies and consulates that are placed in the capital city. The Embassy has the trade and investment promotion section that is helping Polish companies enter the Chinese market. The author of this project during its internship at the Polish Embassy in Beijing had a chance to work for that department and is going to use gained experience while writing this project. (Harrold, 2013, Embassy.goabroad.com, 2018)

1.1 Research question

Based on the knowledge gained during the internship at the Polish Embassy in Beijing the author came up with the following research question:

“Which steps should Polish producers of commercial mining equipment take to successfully enter the Chinese market?”

During the internship at the Polish Embassy the author of this project could notice that Chinese market has great potential for any kind of companies. As was stated in the introduction chapter the focus in this project will be on the mining industry. The author had a chance to participate in the China Coal and Mining Expo 2017, where could discuss advantages and disadvantages of the Chinese market with people that were present at the expo. Moreover, the author did research about condition of the mines in China for the economical department from the Polish embassy.

The author believes that research question that was stated above will give better understanding of this Asian market. During writing this project it is important to remember about the cultural differences between the two countries are significant. Without marketing research that is made accurately, a company might easily fail even if they have a great product.

The differences between how business is done in China and Poland are big. Therefore, the conceptual framework with an explanation of step by step how to enter the Chinese market will be introduced. The author is aware that the framework is created for the Polish entrepreneurs, because it will include the differences between the two cultures and will be based on the publication from the Polish Ministry of Foreign Affairs. Nonetheless some of the elements can be used by any kind of companies from any country since the elements from the Chinese culture

and behaviours will be discussed. In this project the author will take a mining industry as a case, however some different examples are going to be provided as well.

1.2 Justification and scope of the project

There is number of factors that have influence on the scope of this project. Firstly, this project is going to be mostly based on the observations done by the author of this project during the internship at the embassy, however there was a limited access to the data since the author was only an intern, not an employee. As was stated above a lot of information that is going through the embassy is confidential, so the author of this project, as an intern, was not allowed to get or is not allowed to speak about them due to the security reasons. Following adjustment for this project is limited information about companies that enter the Chinese market and either successes or failed. The author faced difficulties when trying to find out why some of the companies failed when entering the Chinese market. Next justification that author of this project had to face is lack of the experience in working in such governmental institution as the embassy is. During the observations, some of the situations could have been misinterpreted since the author was not exactly sure if understand provided information correctly.

Scope of this project is to figure out how Polish mining companies should prepare for entering Chinese market and what kind of cultural differences share these two different countries. The author believes that the outcome of this project will help Polish companies successfully enter the Chinese market.

1.3 Keywords

China, Poland, coal, coal mining, marketing research, entering new market

2. Literature review

Literature review was done while writing this project to get better overview of the characteristic of the Chinese market and how to do a business there. Following the characteristic of Polish and Chinese mining industry will be analyzed. To answer the research question in the most accurate way the literature review is needed since it brings deeper understanding of the problem and shows different opinions on the given theme. Moreover, the literature review is needed for the author of this project to expand the knowledge that was gained while collecting data thru participant observation method.

To do the literature review in the best possible way number of articles and books were read. Some of them were, in author opinion, irrelevant so did not use them in the project, however the author still believes that they helped to deepen the knowledge about Chinese culture or how it is different from the Polish one.

2.1 Characteristic of the Chinese market

Currently, the Chinese economy is one of the fastest developing in the whole world with the GDP growth in 2017 on the 6,9 percent. According to the OECD data by 2030 China will have over 59 percent of the global middle- class consumption what carries great potential for the companies that consider enter the Chinese market. As

stated by Sardana and Zhu (2017) China invested a lot to develop its economy and since 2013 Chinese government implemented a social sustainable development plan that will lead them to become a world leader in technology, economy, business and science. New Chinese government decided to fight the corruption and that works out well. Moreover, the new government lower the number of poor people, invested into the infrastructure and closing factories that were polluting the environment. All the changes that Chinese leaders did help the economy to develop the county and being consider according to the World Bank (2018) as developing country.

2.2 Characteristics of business making in China

When a company is planning to enter the Chinese market, it is important do find out what kind of practice are being use. Without knowing them it is a bigger chance of failure. Polish Ministry of Foreign Affairs published a book that explains how to act in different countries when it comes to international business relations. The book has as well chapter about China where step by step is explained how to prepare and act during a business meeting.

Firstly, the author starts form the basic information like working hours. In China people work from 8 a.m. to 5p.m. and they have a lunch break between 11.30 a.m. or 12.00 pm. To 1/1.30 p.m. During the lunch time, no business meeting is organized unless it is a business lunch, however it will not be organized on the very first meeting. Following aspect that is being explain is using a middleman when trying to approach a company for the first time. Most likely he should be speaking Chinese since it will make it easier, moreover a person that is speaking Chinese knows the culture as well and is aware what kind of words should use to do not offend anyone. (Polish Ministry of Foreign Affairs, 2017)

If a company is going to do business with the governmental company then it must be aware that scheduling a meeting might take time because of the formality that is common thing in China. Nonetheless scheduling a meeting with a manager should

not take as much time. During the correspondence, the time difference must be taken into consideration. Between Poland and China is 6 hours in summer and 7 hours in winter difference, so if the potential partner does not respond imminently than it might be a case. Also, when scheduling skype talk then time difference must be taken into consideration. (Polish Ministry of Foreign Affairs, 2017)

Following circumstance that is being explained is sending the representatives with the same range as the other side will have present during a meeting. In China hierarchy is important therefor is crucial to figure out before who is going to attend the meeting and adjust to it. The Polish Ministry of Foreign Affairs (2017) reminds that during a meeting host is the one that starts with the short speech by welcoming the guests after that other side has a voice when should start with thanking for the invitation to the meeting and dedicated time. The meeting should follow the “ping – pong” rule when a host and guest speaking alternately. During a meeting the highest person in the hierarchy from both sides has a voice, unless some else is ask to speak.

Another rule that needs to be known when trying to do business with a Chinese partner is to remember that during a first meeting contract agreements are being discuss. Chinses does not like to be pressured and in some situations, it might have a negative effect on the future cooperation. During the first meeting, it is important to remember about business cards because a meeting will start with exchange. When exchanging business cards, it is crucial to pass them by holding them with two hands and do not put them afterwards to a pocket but to a business cards holder. It is ideal to have a business cards in both Chinese and English. (Polish Ministry of Foreign Affairs, 2017)

Next suggestion that the Polish Ministry of Foreign Affairs (2017) has is to participate in expos that are organized in China. When a company is present then it shows a potential partner a product that might be interested in and that presence at the expos sends a signal of taking Chinese market seriously.

2.3 Mining industry in China

According to the Sizhong Sun (2014) in last decades Chinas economy developed a lot and therefor need for resources like coal has grown rapidly. The expanding need for the electricity increased coal production. China was forced to extract more coal and to import it from other countries. In 2013 around 81 percent of the electricity that was produced in China was engender by coal. The big demand for the electricity might be because of developing living standards what causes bigger electricity demand.

Shiffeng Dai (2017) states that China has the reserve of 114,5 billion tons of coal and it is third biggest source after the USA and Russia, Coal industry has a strong influence on the Chinese economic development. Nonetheless coal extract and its use has a huge impact on the condition of the environment. China is one of the most polluted countries in the world (Smith, 2017)

Jinhua Wang (2014) in the article explains that fully mechanized mining technology has been implemented in the coal mines in China for over 40 years and now in the mines there is over 10 million tons of the machinery. From 2000 China has been developing safety system in the coal mines. New technologies helped to achieve better results in the coal extract. Some of the machines are made in China, however some are being exported from abroad. For past couple of years' coal mines management face some problems related to the ground environment and water systems that are running underground. Following problem that China is facing related to the mining industry are still running small mining that have old equipment, use outdated technologies. Workers safety is also in question.

2.4 Mining industry in Poland

At the moment, Poland is one of ten the biggest producers of coal in the world. Coal in Poland covers about 53 percent of the energy demand in Poland. (Kopacz, 2016) Polish government puts a lot of influence on the mining industry to not effect on the environment condition therefor mines investment into technology that can protect all the areas that are around factories. Sustainable development in the mining industry is on the advance stage. In the 60s people did not think about the environment and how not taking good care of that can have effect of the future generations.

According to the Store.marketline.com (2018) “Polish metals and mining industry grew by 0,1 percent in 2016 and reach a value of \$13,342.3 million” and by 2023 its value should increase 23,7 percent compare to the 2016. Poland is the top producer of coal in Europe. Polish mines thou out last years faced some problems with the financing productivity that were caused bad economy situation of the country. Nonetheless development of the mining industry started growing and is doing great now. Today in Poland there is around 30 mines, where almost all are placed in Silesia (Hardygóra, 2012)

3. Philosophy of science

In this part of the project the methods and thoughts are going to be explained. For the author of this project is important that a reader will understand why methods used in this project were chosen. The author believes that the explanation of method that is going to be use will help to follow the author thoughts. This project will follow the social constructivist paradigm and based on that the ontology, epistemology and methodology be explained. Following the delimitations are going

to be explained. To explain this chapter the author mainly is going to use John Kuada book called “Research methodology” (2012) and Kerry Howell “An introduction to the philosophy of methodology” (2013)

3.1 Social Constructivist Paradigm

“Social constructivism incorporate different perspectives of how reality is developed and understood” (Howell, 2013).

The citation above explains the main thought of the social constructivist that is accepting that people understand differently and they opinions are related to the own wisdom. Truth cannot be universal because everyone experience things differently and it does not mean that someone is wrong or right because have different opinion. (Howell, 2013) The author of this project is aware that some of the information that gained during the conversations could have been misinterpreted because there was not exact explanation of the thoughts.

3.2 Ontology

John Kuada in his book defines ontology as “the term used by philosophy of science scholars to describe the nature of what the researcher seeks to know” (Kuada, 2012). The author of his project assumes that everything is subjective. Everyone undergo things differently because of the live experience and personal believes. The fact that everything is subjective may have influence on how the author of this project understood some of the conversation while collecting data. The chance of misjudgement may have occurred, however that was not the author intention.

Moreover, Howell (2013) explains ontology as “the conceptualization of reality or truth”. There is no one universal truth, people interpreted things

differently and it does not mean that they are right or wrong. Every opinion is variable. Ontology describes what the author wants to know.

3.3 Epistemology

Following the extension of the ontology, epistemology is trying to answer the question of how the author will get the information. John Kuada defines epistemology as “the term that describes the nature of knowledge and the means of knowing” (Kuada, 2012) and Kerry Howell as “the relationship between the observer and the observed” (Howell, 2013). In this project, the author the author will use the information gained during an internship at the Polish Embassy in Beijing. Moreover, the knowledge gained form the literature review will help answer the research question. Epistemology in this project is trying to understand how people comprehend their presence at the Chinese market and try to explain the nature of the problem statement.

3.4 Methodology

To answer the research question the author of this project decided to use the participant observation method. This method was chosen because during the internship author had a chance to participate in expos, meeting and some event organized by the Polish Embassy. The author had a three month to collect data what as she believes was long enough to collect satisfactory data for the chosen method. According to John Kuada (2012) participant observation method is the primary source of the quality data collection.

Reason for choosing participant observation method was because as mentioned in the part above the author of this project did three months long internship. John Kuda (2012) in the “Research methodology” book explains that in order to use this kind of method the data collection take at least various of days or even a month.

Data collection was done during meeting that the author attended, expos that participate or even during conversations with the embassy employees. While being present at the meeting the author could observe how people are prepared; if they had a power point presentation or speech or folders with information.

Moreover, the author of this project should “observe the employees of the company while they are working, engage in small talk with them” (Kuada, 2012). While working at the embassy the author had a chance to cooperate with different departments like political, economy, trade and investment promotion, education and science and consulate. The varieties of the work done during an internship gave a chance to work with different people, hear their opinions, see approach that they have. Working at the different department also allowed the intern to find out what kind of tasks the embassy have and what is their focus in China.

Participant observation method has number of advantages that are going to be review. Firstly, using this kind of data collection creates a possibility to get a better understanding of how the embassy is working, what kind of tasks they are doing and how do they deal with different situations. The observer could see how people behaviour is changing depends to who they are talking with. Following advantage of using this kind method is a chance to spend some time with the people and gain their trust what result with better explanation of some situations and possibility to get more information about obtained situation. (Kuada, 2012)

Additional advantage of the participant observation method is flexibility because the observer can do observation during a whole day of work without planning with who is going to work with or talk. The observer has a freedom during the data collection and must admit that it is a convenience when there was no schedule for every day. (Getrevising.co.uk, 2016, Kawulich, 2005)

Participant observation method carries also some disadvantages that the data collector should be aware of. First of all, when becoming part of the organization the observer might lose focus and stop noticing some of the situations. The objectivity might be also questioned since by working with people the divide of the sympathy can be greater or lesser. Following disadvantage that this method has is a chance of misunderstanding the observed situation. (Getrevising.co.uk, 2016, Kawulich, 2005)

In author opinion the participant observation method was a good method to use since time that was spend on data collection was rewarding and will help answer the research question in the best possible way. This kind of data collection also allowed the observer to collect information in many different situations like business meeting or participation in expos.

3.5 Delimitations

Thought writing this project the author decided to set delimitations to keep the structure and follow the order. First delimitation that the author decided to set was limitation in the theme of this project. While being present at the embassy the author was part of many situations that could have been analysed in this project, however the author decided to narrow the them to figure out what kind of steps a Polish company needs to follow to successfully enter the Chinese market. Moreover, the author decided to focus on the coal mining industry since had a chance to participate in China Coal and Mining Expo 2017 during which could talk with the representatives from companies that are or planning to enter the Chinese market.

Following limitation that the author decided to follow was limiting the search for articles and books for the literature review chapter. The author used only the Aalborg University library data base that gives access to many books and articles that

helped when writing this project. Another data base that the author used while writing this project was Google Scholar that also gives an access to books and articles. Nonetheless, in author opinion Aalborg University library data base is better since it allows access to literature that is payable for free.

While doing the research for this project the author was careful be choosing the sources. When looking for information about Chinese culture and behaviours that needs to be follow during business meetings with Chinese then homepage of the Polish Ministry of Foreign Affairs and Embassy of the Republic of Poland in Beijing were mostly used.

Another limitation that the author of this project decided to follow was narrowing the theme to Poland and China. In this project, the cultural differences are going to be analysed and the conceptual framework will include the elements that Polish companies should follow. The framework will be based on the experience that was gained in the Polish Embassy, Canval Business Model and book published by the Polish Ministry of Foreign Affairs. The author is not aware if the elements included in the framework can be follow by companies from other countries.

The author of this project hopes that delimitations that were determined will help answer the problem question in the best possible way and the outcome will be satisfactory. Furthermore, the author believes that delimitations will help in the process of writing by having a frame that needs to be follow.

3.6 Data collection

In this part of the project the data collection process will be introduced. When looking for an answer to the research question primary and secondary sources were used. Primary data was collected thru the participant observation method, where secondary data were possessed from books, articles and online research. The author believes that by combing two kinds of data collection will implement the collected

information and answer for the problem formulation will be more precise. Combination of two kinds of data should give deeper understanding of differences that are between Polish and Chinese culture and what kind of adjustments need to be done to successfully enter Asian market.

3.6.1 Primary data

In this project participant observation method as a primary source was used. This method was chosen because the author of this project had a chance to collect data during a three-month internship and since the time was long enough then observation method is going to be used.

Participant observation method is a qualitative method that is defined by John Kuada (2012) as “any type of research that produces findings not arrived by statistical procedures or other means of quantification.” Usage of the qualitative data collections carries an opportunity to observe people reactions in different situations and compare them. Observation method gives a possibility to ask people questions when action in some situations was not understood. This method also allows to ask questions that are coming up during a conversation with people. By being an intern from the embassy, people are more likely to talk because of the range of this institution what also makes easier data collection.

Data collection for the chosen method was a challenge for the author because internship at the embassy was a first professional working experience that also brought a stress to the situation. The author had to adjust to the new environment that was related to working at the governmental institution with a lot of security rules and China as a completely different country than Denmark or Poland. There is a possibility that some of the information collected were misinterpreted due to the cultural differences, however as was stated before there is no one universal truth and everyone undergoes situations through own experience. (Rahman, 2016)

Using participant observation method carries advantages and disadvantages. One of the advantages of using chosen method is a space for being spontaneous in the way that even when a last-minute meeting came up the observer was still able to collect data and do observation because there was no special preparation needed.

Moreover, when the author of this project was asked to participate in expo or business meeting then had a chance to observe different kind of people, from the president of the Chinese university to a president of a company that is producing a commercial mining equipment for the Chinese market. The author believes that experience gained during an internship taught how to behave in different situations and how to talk with different people. Another important advantage of choosing observation method is to get a chance to experience cultural differences that are between Poland and China. (Rahman, 2016)

Disadvantage of choosing observation method is losing the focus while collecting data. By being part of the observation the authors might lose sometimes the objectivism that can be also related to the fact that building relations with some colleagues might cause seeing the in better perspective than a colleague that less liked. (Rahman, 2016)

3.6.2 Secondary data

To support knowledge gained thru primary data, the secondary data was used as well. As was stated above search of books and articles was mostly done through Aalborg University library data base and Google Scholar. Books and articles were used to get better understanding of the theme. During an internship, the author was a part of some situations that did not exactly understand, but when online research was done then could find out why people acted in the certain way.

Books that were used in this project were mostly used when writing a philosophy of science chapter were written by John Kuada “Research methodology” and Kerry Howell “An introduction to the philosophy of methodology”. The books helped the author to understand the nature of the philosophy of science and get deeper understanding of it.

An article that was mostly used in this project when analysing what kind of elements should be remembered when trying to enter the Chinese market was published by Polish Ministry of Foreign Affairs in 2017. The article reminded about differences that are between the two countries.

For the theory chapter the power point presentation was used. The presentation was given during the workshop by Kristian Brødrum that is working at the Aalborg University. The presentation was about “Business Model Basics” and it introduced the Business Model Canvas.

4. Theory – Business Model Canvas

Business model Canvas was created by A. Osterwalder and Y. Pigneur in 2008 (Nielsen and Lund, 2013).

Business model defines how a company creates value for itself while delivering a product for customers. Before entering a new market a company should have a plan on how is going to do it. A company should find it there is a need for adapting a product or if standardize goods can succeed. Canvas business model is a strategic management and entrepreneurial tool. It helps to find out company value proposition, infrastructure, get to know existing and potential customers and finance condition. (Nielsen and Lund, 2013) Canvas model is consisting of nine blocks with

different activities that help companies to get better overview of the company value. Advantages of using Canvas business model are focus, because due to nine different categories every strategic element will be analysed. Following advantage is consistency of the model. By analysing model step by step a company will not forget about any element, the categories comprehend each other. Another advantage of using Canvas business model is that the shape of it is easy to understand and there should be not difficulties to fulfil every block. (Brøndum, 2017)

Business Model Canvas:

8.Key Partners	7.Key Activities	1.Value Proposition	4.Customer Relationships	2.Customer Segments
	6.Key Recourses		3.Channels	
9.Cost Structure		5.Revenue Streams		

Source: Own creation

4.1. Value proposition.

When it comes to that category a company should find out what do they offer to the customers. Is the service or product fill a need. At this point a company should find out what differs them from competitors and how they can make a product more attractive so customers would have chosen it over another. At this point a company must figure out if the product need adaptation for a market that is planning to penetrate or maybe standardize product will satisfy a need. A company needs to know if a product will solve a problem or fill a need that a potential customer has. Problems and needs are different therefor, a company must know what is their value proposition to adjust a strategy. (Brøndum, 2017)

4.2. Customer Segments

After defining a value proposition of a company a customer segment should be stated. A company must know to who are they going to target a product or service. A firm must decide who is their most important customer, and does he fits to the determined target group. When setting up a customer segment, a company must be aware that every group have different needs and expectation towards a product or service. A company must know why a specific customer should buy their product and not from some other company or what could attract him to change brand of a product. When analysing a customer segment such as geographic, social characteristic, demographics aspects should be known to get better understanding of problems and needs that must be solve. Defining a customer segment is important because it will help to create a strategy that aims to sell the product. (Brøndum, 2017)

4.3. Channels

Channels define how the product is going to get to customers. Distribution channels are going to help to do it. A company must find out through which channels customer will be reached. Is a product going to be available in stores, sell by the dealer or other physical channels or a company is going to use virtual channels like an online sell. A company can use as well both channels to create more convenient access to a product. At this point when a company should set a customer segment and then can adjust selling channels to their preferences. A company must also find out which channel aims the highest number of costumers and maybe try to improve it or find another one. In this block, a company should find out how can build awareness about a product or service and what kind of post-sale support is offered to customers. (Brøndum, 2017)

4.4. Customer relationships

The customer relationship block defines how a customer can interact with a company. Is a contact with a company easy, how does a customer service work. In this point a company should ask customers if they are happy with the service that they are providing and if they have any suggestion regards future improvements. A company should try to get a dialogue with customers and find out how strong relationship they have with product or service provided and if they are going to continue buying it. Following action that a company should get to know is what kind of payment method is being use by customers and if they are happy with it or any improvements should be done. Simplifying in short customer relations is about how to get, keep and grow number of costumers. (Brøndum, 2017)

4.5. Revenue streams

In this block, a company have to find out about what category of product brings the highest income and if all the products and services are equally profitable. Is every project that is running makes money or some of them generate loss, and if yes why it is happening. A company should go an analysis on which distribution channel (online or offline) brings the most profit. (Brøndum, 2017)

4.6. Key resources

In this step, a company should analyse important assets that are needed to create a value for customers. All kind of resources are needed: human, because people create a content of a product and are responsible for marketing strategies and contact with customers. Financial, because without money product cannot be produced and there will be no employees working for a company. Physical, because all the machines that produce goods that can be sell, computers that allow contact with customers or even car that delivers a product to a customer. Intellectual, because know- how is a key to success, creating a product that can fulfil a need or solve a problem therefore, a patent for a technology is an important resource as well. Another key resource that is valuable is a relationship with loyal customer that because of who a business can run. It is essential to know key resources because they create a value of a company. (Brøndum, 2017)

4.7. Key activities

In this block, a company must analyse a key activities that supporting a value proposition. What kind of actions are taken to sell a product with satisfy result. A company should analyse distribution channels by which a product can get to a

customer. In this section, a company should define what are the most important things to do to improve a performance. How fast a company reacts to a problem related to a product or provided service. Is a customer satisfying with actions that a company is taking. A company should investigate if a technology that is used in the product, like machines, is updated. (Brøndum, 2017)

4.8. Key partners

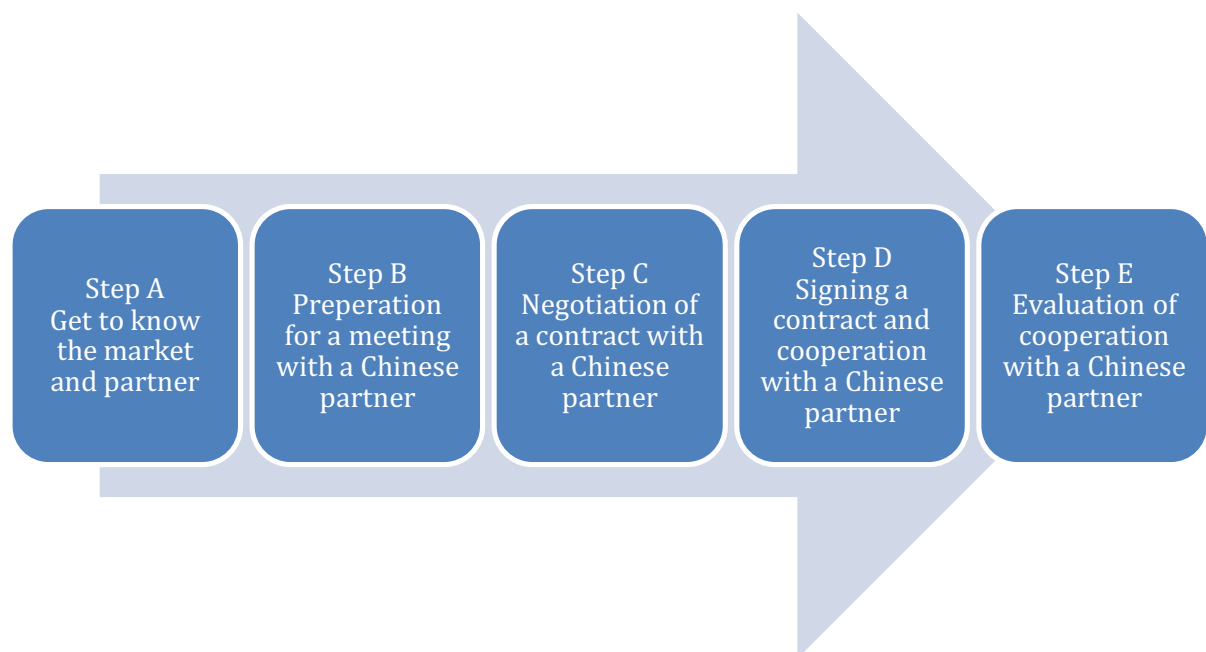
In this section, a company must define who are key partners. Do they generate better company performance. Are we able to implement each other and do they have the same aim? What kind of key resources a company is acquiring from a partner. A company should find out if they need to find another partner that could help to improve a performance. A partnership should be adjusted to the size of a company. In some cases, joint venture can be good and in some strategic alliance between non-competitors. (Brøndum, 2017)

4.9. Cost structure

At this point a company must analyse costs and expenses of a company. Not only people, renting a building or machines service, but also costs related to business trips, marketing research or cost of adapting a product for a new market. A company should also get to know about what are the most important costs and which resource is the most expensive. A firm should do an overview if there are any expenses that can be cut or if there is any department at the company that need an extra support. (Brøndum, 2017)

5. Conceptual framework

The conceptual framework was created to analyse collected data from the participant observation method, literature review and theory chapter. The framework is going to put all the information together in one table to make easier for companies to remember about all the elements that needs to be remembered when trying to enter the Chinses market. Moreover, the framework consists of five steps that should be follow one after each other. This framework is created for Polish companies because the steps that are in this model are based on the information gained at the Polish embassy and data gained from the book that was published by the Polish Ministry of Foreign Affairs. Nonetheless, the framework can be used by companies from different countries but they must be aware that cultural differences between China and their country might not be similar.



Source: Own creation

5.1 Step A - Get to know the market and partner

In the first step when planning to enter a Chinese market, getting to know the market and potential partner would be ideal. A company needs to figure out what is the market need and how it can be fulfilled. A company should find out if any product adjustment should be made. Every country has different regulations when it comes to a product and its safety certificates, therefore a company should do a research about it. Before entering a new market, and in this case Chinese, a company should find out a customer behaviour and if there is any matter that can offend them, like colour of a product and company name translation.

Another element that a company should research about is a potential partner and if it is going to hire a middleman as well. Information search about potential partner/ middleman can be started online. At the moment a lot of facts can be found online and in some of the cases is enough but the ideal would be to ask a competition if they have any experience with working with potential Chinese partner. Checking governmental institution homepage that operates in a given country if they have heard anything about potential Chinese collaborator.

Following advice that a company that is willing to enter the Chinese market is finding out if in China are any institutions that are helping with preparation to market penetration. The given help might cost but it can protect from failure.

Next aspect that should be set before entering a Chinese market is deciding how a company would like to be represented or if it is planning to open an office at the place. Using a middleman is also ideal. In China, there is still a problem with people speaking English, therefore this aspect should be considered when choosing a representation of a company in China.

5.2 Step B - Preparation for a meeting with a Chinese partner

In the step B, a company gets information about how should prepare for a meeting with a Chinese partner. In China during a business meetings certain protocol is being followed and companies should be aware of that to not to offend anyone and give good first impression.

Before a meeting a company should find out about in what kind of language the meeting will be hold. If it is going to be Chinese then is it ideal to take an experience translator that will help to do good first impression. If a meeting if going to be hold in English then people that are going to be present during a conversation should judge how good level of English they represent. If they are not sure then a translator should be taken with. When deciding about taking a translator with then a Chinese side should be informed about it.

When preparing for a first meeting it would be good idea to prepare a presentation about a company. It can be a movie or power point presentation, but before doing it they should make sure that needed tools will be accessible at the meeting place. Before meeting with the Chinese partner an agenda should be set because it helps to keep a track and be sure that all the important subjects were discussed. The location of a meeting should be check before because being late for the meeting is disrespectful and can negatively affect future negotiation

First meeting in China usually starts with the business card exchange therefore it is important to have some with. Cards are always passed with two hands and it is optimal to have them in both, Polish/English and Chinese. Given business card should be putted to the card holder, never to the pants pocket.

If a meeting has a business lunch included in the agenda then it would be polite to try all the dishes. During a lunch conversations are more casual so participants can speak more freely. A company must know that the first meeting is set to get to know each other and hear about the product. No business is most likely to be done at the session.

5.3 Step C - Negotiation of a contract with a Chinese partner

When a Chinese company decided that would like to buy a Polish product then a negotiation of a contract starts. It can take a long time so a company must become patient. Chinese take negotiations as an opportunity to build a relationship between companies and get to know each other better. Moreover, Chinese believes that long negotiations build trust and fundamentals for long future cooperation.

(Chinabusinessreview.com, 2010)

During negotiation of a contract more than one meeting will be needed. The Chinese negotiation style is different than a Polish one, they expect that newcomers will accept and adapt to it. Chinese believes that long negotiations gives opportunity to have dialogue that will help to understand problems that might have occur due to the cultural differences or lacking good translation.

While preparing for the negotiation in China, a newcomer should get to know China and their traditions. The knowledge can help during meetings because it will send a signal that they care about a contract and are really interested in entering that market.

Following suggestion that a company that wants to start cooperation with a Chinese company might be obvious, but the author believes that every advice can be useful, is to know own product well. It will look unprofessional when question about a product is being asked and a representative from a company does not know an answer. During negotiation newcomers should control emotion and do not show

that they are annoyed or tired. They should also follow the conversation and actively participate. Lack of interest in the negotiation stage shows disrespect and gives a bad picture about whole company that is being represented by few people.
(Chinabusinessreview.com, 2010)

5.4 Step D - Signing a contract and cooperation with a Chinese partner

Fourth step in the conceptual framework describes the signing up a contract and cooperation with a Chinese partner process. Before signing a contract a company must make sure that is written correctly and does not have any notes that might affect a company negatively. The contract should be check by the lawyer that knows Chinese and Polish law and professional translator. In the contract time and size of the delivery should be stated and, following type of transportation and time frame that both sides need to maintain. Payment method should be settle as well.

After signing a contract a contact person should be appointed to make sure that all contract agreements are being follow. By having one responsible person for the contract a company can expect that in case of any issues a problem should be solved fast because a person would know who to contact. Both companies should have one representative that can always contact, however they must make sure that either both speak English or Chinese.

5.5 Step E - Evaluation of cooperation with a Chinese partner

Last, fifth, step of the conceptual framework suggests that a company should do an evaluation of cooperation with a Chinese partner. A company should reflect on the collaboration and see if there are any improvements can be done for the future. A

company should reflect upon venture in China and if that was profitable for a company. Moreover, a new market comer should decide rather or not like a cooperation with Chinese company. Were there any issues and how much did it take to solve them, was the fault on the Chinese or Polish side. How a company assesses its performance and performance of a product.

A company should as well reflect on network that they build in China and how valuable can it be for the future ventures.

6. Analysis

In this part of the project information gained through literature review and participant observation method will be analyse. To keep a structure, steps that were created in the conceptual framework are going to be adapted. The author believes that the analysis part will help to answer the research question.

6.1 Step A - Get to know the market and partner

As was said in the previous chapter this step describes what kind of action should be taken to get to know a market and potential Chinese partner. Before entering a new market a company should make sure that marketing research is done properly. The research will show a company if any changes related to a product must be done. When author of this project patriciate in the China Coal and Mining Expo 2017 had a chance to talk with representative from Kopex company, that is producing machines for mines in China said that before they started operating in China they had to invest into a homage and promotion material that were translated into Chinese, because not so many people speak English.

Following aspect that must be analyse before entering a new market is to find out if a translation of a company name. In some cases it might affect a company performance in China. Nike, for example did not do it before putting their trainers at

the market so instead of inscription mean “ good fortune and wealth” meant “to become fat”. (Pronk, 2016)

Before entering such a different market as China is for Polish companies they should find out if they can get any help from the embassy or consulate that are placed in China. At the moment Poland has an embassy in Beijing and four consulates in other parts of China. The Polish Embassy has section that is dedicated for helping companies to enter a Chinese market. (Pekin.msz.gov.pl, 2018) The Trade and Promotion Investment section is organizing conferences for companies from different fields and if possible Chinese representatives are invited as well. For example, before China Coal and Mining Expo 2017 a conference for Polish companies that were offering its products to the Asian market and Chinese side that was interested in buying machines was organized. Representatives had a chance to get to know a Chinese companies, moreover a professional translator was present so there was no barrier to talk and get to know each other. (Siejka, 2017)

At the webpage of the Trade and Promotion Investment section a company can find many useful information, like list of translators recommended by the embassy or changes in the export regulations or even advises on how to avoid fraud in China. (China.trade.gov.pl, 2018)

When the author of this project did an internship at the embassy then could talk with the head of the Trade and Promotion Investment section that said that companies before entering a Chinese market contact him to get more information about the market, however over the past few years companies are more aware that market research is necessary so they are paying companies to do market analysis for them.

Another step that a company should consider before starting a cooperation with a Chinese partner is to participate in expo that are organized. During China Coal and Mining Expo representative from Fasing Group said that being present at this kind of event is necessary, because that shows a future partner that a company takes

Chinese market seriously and wants to enter it. Moreover, the Fasing Group commissioner said that expo in Beijing is the most important one and everyone from that industry is present.

Before entering a Chinese market a company must decide if they are going to use a middleman that will represent a company in China or if they will open an office there. Using a middleman gives an advantage that his salary is depended on the number of contract signed so in his interest is to find as many as possible. Having a middleman in China can save a lot of time on traveling and in case of any troubles with the delivery or customer there is a person that can solve a problem at location. When choosing a middleman or person that will work in the office in China a company must make sure that given person speaks Chinese and understand their culture so there will be no situation that a Chinese partner will get offended. By having an office in China or even having a middleman builds a relationship with a customer and shows that they are taking this market sincerely.

Another factor that a newcomer to Chinese market must consider is attention to social channels. In China, many of the network platforms are blocked, like Facebook, WhatsApp or Instagram, therefore a company should consider creating a company account on the WeChat platform. At the moment WeChat has over 963 millions of users what constitute around 68 percent of total China population. (Statista, 2018, Worldpopulationreview.com, 2018)

Following research that a company should do is to get information about potential Chinese partner. An online research could be done as a start. Embassy can be asked for help as well since sometimes cheated companies contacting them to get a help or information where the help can be obtained.

To sum up Step A, a company that wish to enter a Chinese market must do a market research and find information about potential partner. Some of the companies are not aware that doing business in China is different than it is in Europe. Some adjustments need to be done and some actions need to be taken.

6.2 Step B - Preparation for a meeting with a Chinese partner

In the step B, a company should follow the suggestions that were stated in the conceptual framework when preparing for a meeting with potential Chinese partner. The author of this project could observe how companies and public intuitions were prepared for a meeting. During a first a first impression is very important because it might influence the future cooperation. In China dress code during business meetings is official so man should wear a suit and shirt where women should be dressed more less the same. Another aspect that companies sometimes forgetting about is the time difference that shares Poland and China. In summer, it is 6 hours and in the winter 7 hours. A company when is planning a trip to China should take that into consideration, since jet lag can have effect on the performance.

Following element that a company must remember about is the language that is going to be use during a meeting. During an internship at the embassy the author had a chance to participate in a meeting between the vice president of Gdansk University of Technology and the vice president of the Beijing University of Technology during which a Chinese side had a translator from Chinese to English, where a Polish representative did not take any with. Overall the conversation went fine but the observer could notice that in some situations was struggling with expressing in English. During that meeting, the vice president from the Polish University tried to show a movie about the university, but was not able due to the Internet block. In author opinion if the vice president has done a research then would know about the difficulties that faced and could have taken a move on the USB stick and use a computer that was available.

During a first meeting, no contract is being announced because as was mentioned earlier, the first meeting is to get to know each other. No future cooperation was set during the meeting with representatives from Polish and Chinese university. The same impression the author got while was participating mining expo. The author

could observe that many of the companies have spoken to Chinese clients but the conversations looked like friend talk, not a business talk.

To sum up first impression is very important, therefore a company should make sure how the meeting will look alike and what kind of additional material and information must be prepared. Chinese culture is very specific and knowing the rules is crucial to have a good future cooperation.

6.3 Step C - Negotiation of a contract with a Chinese partner

In this step, a company must be prepared that the negotiation of a contract will take some time due to the culture habits. The Chinese believes that long negotiations will lead to the good future cooperation.

During the negotiation, a Chinese partner will try to get to know a new partner therefore representatives that will attend the negotiation should be prepared that questions regarded Polish culture, history or art can be asked, so participants should refresh the knowledge.

The head of the Trade and Promotion Investment section said that some of the companies expecting that negotiation in China will take the same amount of time as it takes in Europe, where when planning to sign a contract with Chinese a personal presence is obligatory. As a part of the Chinese culture, future partners must get to know each other to build a relationship that can be ideal for both sides.

The head of the Trade and Promotion Investment section said as well that some of the companies resign due to the time that negotiation take. It might be effect of lack of the marketing research that if it would be done then a company would know how much time the negotiation can take.

To sum up, when planning to enter the Chinese market a company must be aware that a time between first meeting with potential Chinese partner and signing a contract can be long due to a long negotiation process.

6.4 Step D - Signing a contract and cooperation with a Chinese partner

At this stage, a company finally finished the longest part before signing a contract. When a company agreed upon all the important elements, like size and time of the delivery or penalty for not meeting the deadline. Before signing contract a company should consult it with lawyer that has an experience with Chinese and Polish law if a contract covers all the legal requirements. For example, when exporting a powder milk for children to China a company must have a certificate from the Certification and Accreditation Administration and in order to get it a long time will be spend, and the rules are changing all the time.

When signing a contract a contact person from both sides should be set. In case of any troubles with product or service a concrete person can be contacted. Companies should also set the language of the correspondence that they are going to use and when it comes to the specific, technician terms then Latin language could be ideal.

At this point a company should also consider to discuss a future cooperation with some of the representative from the Polish embassy. As the author of this project could experience, the embassy has access to many information that are related to business running in China. The Polish embassy also knows about what kind of action a company should take to protect a patent that is not in China is not being comprehended.

To sum up, when a company is going to enter the Chinese market then must be aware of the difficulties that might meet and needs to know how to solve them. The

author of this project believes that good preparation for entering a new market can turn out well for a company, nonetheless they must pay attention at every step.

6.5 Step E - Evaluation of cooperation with a Chinese partner

In the last element that a company should do is the evaluation of cooperation with a Chinese company. When a contract is completed then is time to reflect upon cooperation with partner from new, unknown culture. Even if company would do a perfect marketing research and would have hired the best people to help then still some miscommunication or misunderstanding can appear.

A company task is to analyse step by step whole cooperation and draw conclusion on what must be improved for the future venture. During the talk with the head of the Trade and Promotion Investment section the author found out that some of the companies, even if they were cheated by the Chinese partner, still enter a new cooperation because for them it is profitable. Nonetheless, some of the companies started looking for a new market that might be easier to enter.

Evaluation part is important, because it force a company to consider a cooperation that just finished. China can take a lot of energy but because this market is so big everyone can find a place for themselves.

7. Discussion

This part of the project the discussion based on the analysis is going to be make. The analysis part was mostly based on the data gained from the participant observation method that was chosen while collecting data. The author of this project is aware that different data collection method could have bring a different outcome.

In this project, the author tried to find an answer to a research question:

“Which steps should Polish producers of commercial mining equipment take to successfully enter the Chinese market?”

To answer the question, the conceptual framework was created that can help to systemize step by step moves that should be taken when entering a Chinese market. The author believes that companies that wish to open up for a new culture can successes and build a network that will help to obtain new market.

As was discovered in this project, mining industry in China has a great potential and even if the competition is strong there is still space for everyone. Due to a fact that China is investing a lot of money into improvements of technologies Polish companies can find a niche for themselves. Polish companies have this kind of advantage the they have experience from own market and they have awareness of what machines can be used by the mines in China.

When entering a Chinese market Polish companies that produce mining equipment should find out what kind of help they can get from the Polish embassy. The author of this project could have experience how much this institution does for companies to help them enter the Chinese market. As was mentioned earlier, the embassy organizes B2B meeting where Polish and Chinese companies can get to know each other. What should be stated is that help from the embassy and participation in conferences is for free, so even small companies can attend. At the moment access to data is unlimited so if a company does not want to spend a lot of money on marketing research then can do itself to have extra costs.

After successful enter to a Chinese market a company needs to make sure that build network is cultivate. A Chinese like to trust they partners and believe that long term orientation can be made.

The analysis done in this project shows that preparation for the Chinese market need to be done. Steps defined in conceptual framework answer the research question and the author hopes that the framework will be useful not only for Polish mining equipment companies but also for others. Some adjustment should be done but overall the framework can be adapted.

In this project, the author used for data collection participant observation method and believes that method was the best choice, however the outcome of this project if different data collection method has been used. The author things that different approach when it comes to data collection could have given different outcome in this project. The author could have use the interview as different approach to the data collection method. The findings could have been different and it could be interesting to see what one or two people think about chances of Polish companies that produce mining equipment is. By using another approach to data collection the author could have gotten information that was not able to collect while choosing participant observation method.

Mining industry has a great potential but companies must be aware of shifting Chinese government to bigger use of the green energy. Polish companies need to adjust to it and improve the technology that meet the customer need. Chinese government started taking care of the pollution level, since they are one of the most polluted country in the world. Because coal that is extracted in China fulfil most of the energy need and it is still going to be like this for many years, does not change a fact that Polish companies must invest in new technologies to meet market expectations.

8. Conclusion

The outcome of this project will be concluded in this chapter. The research question that was made to write this project narrowed the direction of the process writing. The author limited the theme of this project to Polish companies that produces

machines for the mining market. The analysis part showed that companies must prepare to enter the Chinese market, because knowing certain rules might decide if a company will successfully enter the Chinese market. Steps that a company should follow to successfully enter the Asian market are:

- Get to know the market and partner
- Preparation for a meeting with a Chinese partner
- Negotiation of a contract with a Chinese partner
- Signing a contract and cooperation with a Chinese partner
- Evaluation of cooperation with a Chinese partner

The author believes that by following step by step the conceptual framework, a company can get a better picture on how they should prepare to market penetration and what they can expect during negotiation stage

Because the author of this project completed an internship at the Polish embassy then must admit that governmental intuitions provide a help for companies. Every department has different tasks to fill but all are related to China, so following the embassy homepage can be ideal. Moreover, a company can always ask for advice since they have good understanding of the China and what needs to be remembered.

Before starting an internship at the Polish embassy in Beijing, the author did not know much about China and its culture, but after three-month work in this country and interaction with Chinese people must admit that the difference between Poland and China are big.

Before a company decides to enter the Chinese market should know the values of the company, therefore the Canvas business model was brought to this paper. A company needs to know the values and channels that can be advantage when entering new market. Canvas model in nine blocks help companies to settle the



value proposition, customer segments, customer relationship, channels, key partners, key activities, key resources and cost structure.

To sum up the whole project, every company before entering a new market should do a marketing research to avoid any disappointments and by following steps from conceptual framework then entering Chinese market can turn out positive with big success.

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10. Appendix

10.1 Internship calendar

Date	Task	Which department
09.10	Getting to know the employees form the Embassy	
10.10	Help with the receiving visa applications and issue visas to Poland and Schengen. Legalization of documents. Translation an article about natural gas in China	Consulate + Economic
11.10	Help at the consulate with visas application. Preparation list of members of NATO and 16+1	Consulate + Political
12.10	Help at the consulate with visas application. Archiving visa application. Checking homepage of the Polish Visa Application Centre for any mistakes. Updating economic informant for 2017.	Consulate + Economic
13.10	Help at the consulate with visas application. Archiving visa application. Checking homepage of the Polish Visa Application Centre for any mistakes. Updating economic informant for 2017.	Consulate + Economic
	From 16.10 to 20.10 - Trip to Denmark to exchange visa	
23.10	Help at the consulate with visas application. Archiving visa application. Looking for information about Chinese investments in China	Consulate + Agriculture

24.10	Help at the consulate with visas application. Archiving visa application. Looking for information about the MIMIC Group	Consulate + Agriculture
25.10	Participation in China Coal and Mining Expo 2017	Trade and Promotion Investment
26.10	Help at the consulate with visas application. Archiving visa application.	Consulate
27.10	Help at the consulate with visas application. Archiving visa application. Legalization of documents. Making a list of whole documentation that is the consulate department	Consulate
30.10	Help at the consulate with visas application. Archiving visa application. Legalization of documents. Making a list of all stamps that is the consulate department	Consulate
31.10	Help at the consulate with visas application. Archiving visa application. Legalization of documents.	Consulate
02.11	Help at the consulate with visas application. Archiving visa application. Legalization of documents. Looking for press information from October for the agriculture department. Help with the organization of the Independence Day	Consulate + Agriculture + Political
03.11	Help at the consulate with visas application. Archiving visa application. Legalization of document	Consulate

06.11	Help at the consulate with visas application. Archiving visa application. Legalization of document	Consulate
07.11	Help at the consulate with visas application. Archiving visa application. Legalization of document	Consulate
08.11	Help at the consulate with visas application. Archiving visa application. Legalization of document	Consulate
09.11	Help at the consulate with visas application. Archiving visa application. Legalization of documents. Looking for press information from October for the agriculture department.	Consulate + Agriculture
10.11	Help at the consulate with visas application. Archiving visa application. Legalization of documents. Looking for press information from October for the agriculture department. Help with the organization before and during the Independence Day	Consulate + Agriculture + Political
13.11	Help at the consulate with visas application. Archiving visa application. Legalization of document	Consulate
14.11	Help at the consulate with visas application. Archiving visa application. Legalization of document. Looking for information about the Chinese- Belarus relations	Consulate + Economic

15.11	Looking for information about the Chinese - Belarus relations. Searching for the most important events in China in 2018. Help at the consulate with making a transmission protocol for Consul	Economic + Consulate
16.11	Looking for information about the Chinese - Belarus relations. Searching for the most important events in China in 2018. Help at the consulate with making a transmission protocol for Consul	Economic + Consulate
17.11	Note about business relation between China and Belarus	Economic
20.11	Attending the meeting between Gdansk University of Technology and Beijing University of Technology	Education and Science
21.11	Note about HAISEAS CO.Ltd	Economic
22.11	Note about HAISEAS CO.Ltd	Economic
23.11	Translation and summary of the article about blocking Skype in China and DAILMER investment into electric cars and its batteries. Note for the TPI section about coal and mining expo. Help with making a transmission protocol.	Economic + Trade and Promotion Investment + Consulate
24.11	Editing the text about coal mining expo	Trade and Promotion Investment
27.11	Help the agriculture department with ordering documentation. Looking for information about building a subway in Kiev by Chinese company. Note about Anufood expo.	Agriculture + Economic + Trade and Promotion Investment
28.11	Note about natural gas in China	Economic

29.11	Note about natural gas in China	Economic
30.11	Help at the consulate with visas application. Archiving visa application. Legalization of document. Note about energy usage in China	Consulate + Economic
01.12	Help at the consulate with visas application. Archiving visa application. Legalization of document. Note about energy usage in China. List of the agreements signed during the 16+1 meeting in Budapest. Note about energy export from China	Consulate + Economic
04.12	Help at the consulate with visas application. Archiving visa application. Updating the internal note	Consulate
05.12	Participation in China International Dairy Industry Conference 2017	Agriculture
06.12	Participation in China International Dairy Industry Conference 2017	Agriculture
07.12	Help with the organization of the Christmas concert	Consulate
08.12	Translation of the Economic informant (from Polish to English)	Economic
11.12	Translation of the Economic informant (from Polish to English). Looking for press information from November for the agriculture department.	Economic + Agriculture
12.12	Translation of the Economic informant (from Polish to English). Note from the China International Dairy Industry Conference 2017	Economic + Agriculture

14.12	Note from the China International Dairy Industry Conference 2017. Help at the consulate with archiving visa application from 2015, 2016, 2017	Agriculture + Consulate
15.12	Participation in the meeting with the representatives from the John Paul II Catholic University of Lublin	Education and Science
18.12	Translation of the note about KGHM in China	Economic
19.12	Participation in the International Organization for Migration (IOM) conference. Correcting text for the TPI Section	Consulate + Trade and Promotion Investment
20.12	Note from the International Organization for Migration (IOM) conference	Consulate
27.12	List of tasks made during an internship at the Embassy. Meeting with the head of TPI about Polish companies in China	Political + Trade and Promotion Investment
28.12	Feedback from the internship coordinator.	