

Market immersion program a gateway to China

Opening doors for multinational clients



Photo credit: Ran Ding, Deloitte China

Serving clients with global footprints requires a deep knowledge of their industry sectors and the markets in which they conduct business. To cultivate this understanding and foster a high level of service for cross-border businesses between the United States and China, Deloitte U.S.'s Chinese Services Group initiated the China Link Industry Program (CLIP) in 2011.

The program brings together Deloitte's senior client services partners from around the world on a week-long immersion program in China. Partners gain a first-person perspective on China's ever-changing business environment through meetings and exchanges with multinational clients, market insiders, industry leaders, and other business and government luminaries.

"The CLIP lets Deloitte partners view and engage China from various vantage points, the same way their clients would. They are exposed to emerging trends, micro-industry insights, and issues that multinational clients are facing in China," says Chris Cooper, Partner, Audit & Enterprise Risk Services (Deloitte U.S.) and Americas Leader, Deloitte Chinese Services Group. "Just as importantly, through interaction and exchanges with each other and with their China firm colleagues, the CLIP helps our global team connect and collaborate more effectively in serving global clients."



China Link Industry Program – Deloitte retail and distribution sector leaders in May 2014.

Member firm clients also benefit from the program. "I was invited to talk to a group of senior Deloitte partners in Shanghai back in 2011 during their [CLIP] trip about the pharmaceutical market in China," recalls Eric Zwisler, chairman of Cardinal Health China. "I was impressed with the dedication to the China market these partners demonstrated and the global expertise represented around the table."

During the years that followed, Deloitte partners engaged Zwisler and others at Cardinal Health in multiple discussions around their China business strategies and to share fresh multidisciplinary insights that helped deliver business value to Cardinal Health. The CLIP meeting and the relationship that grew as a result helped distinguish Deloitte from its competitors. "I felt that Deloitte can certainly serve us in China, or anywhere in the world," Zwisler says. "When we were looking for expertise to help with a recent project, Deloitte was the obvious leading choice."



Deloitte named a leader in Asia Pacific in Business Consulting Services by IDC MarketScape

Source: IDC MarketScape: Asia/Pacific Business Consulting Services 2014 Vendor Assessment by Cushing Anderson, Mayur Sahni and Takuya Uemura, February 2014, IDC #246682



Download Deloitte's competitiveness report on China that identifies key industry sectors that will help power the nation's "next wave" of sustainable growth.



Deloitte named a leader in Business Intelligence Services in Asia Pacific by Forrester

Source: Forrester Research, Inc., The Forrester Wave™: Business Intelligence Service Providers In Asia Pacific, Q4 2013

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