

CHINA GTM & CHANNEL GROWTH ADVISORY

Turn ambition into traction. Build China growth that holds.

Senior, hands-on China GTM, localisation and partner development for European B2B, industrial and technology firms — entering China or restarting stalled growth.

WHY CHINA GROWTH STALLS | China no longer rewards a European playbook applied unchanged.

European premium ≠ China buying case

HQ control ≠ China market speed

China presence ≠ China traction

HOW I HELP | A focused route from decision to traction.

Diagnostic first. Then: fractional GTM leadership, GTM & localisation, or partner and distributor development.

China Growth Diagnostic

START HERE

For firms weighing China entry or reassessing stalled growth.

Assess: buyers, positioning, demand gen, partner/channel fit and HQ–local gaps. **Output:** priorities and next actions.

~2–3 weeks

From €1,500

Fee creditable

Fractional GTM Lead

FLAGSHIP

For firms with a China foothold but limited pipeline or no senior local GTM owner.

Own: pipeline · channels · partners · campaigns · sales alignment · team development

3+ months

Monthly retainer

GTM & Localisation

For firms building China GTM from scratch — or fixing a first attempt that isn't generating real demand.

Build: positioning · Chinese website/content · local proof · sector-relevant channels · sales enablement

~6–10 weeks

Project fee

Partner & Distributor Development

For firms seeking new China partners, or stronger results from existing ones.

Connect: partner fit · qualification · shortlist · 90-day activation or improvement plan

~8–12 weeks

Project fee

Supporting services: China supplier search & qualification · China entity setup coordination

Diagnostic founding-client rate until 31 December 2026. Other fees and timelines confirmed after scoping. Legal and tax advice by qualified specialists.

SELECTED EXPERIENCE | Proof across the Europe-to-China corridor.

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China GTM & partners build

400+

New China customers

Six-figure

Marketing-sourced MRR (\$) built from zero in 3 years

~15%

Revenue from partner ecosystem

~50%

Sourcing cost cut

Results delivered in-house at Container xChange (2022–2025) and Ardex Group (2016–2018).

"From the ground up, Selena established our China marketing function — from defining the market entry strategy and setting up the WFOE, to launching digital campaigns and building a strong brand presence across local platforms."

Christian Roeloffs, Founder & CEO, Container xChange



Selena (Yanping) Wu, MBA

Founder · Principal Consultant

Management Consulting Diploma · Mandarin · English · German (C1)

A career of 20+ years: a decade leading marketing and commercial growth in China, then a decade based in Germany, including European HQ roles. Mandarin with your China teams and partners; English or German with HQ. Full track record → LinkedIn

Founder-led. Senior throughout — I take only a few clients and personally own every engagement, coordinating a trusted China execution network where specialist depth is needed.

What's blocking your China growth — or your move into it? Let's map the next step.

Book a 20-minute intro call

selena.wu@rhenasia.com · Hamburg, Germany · www.rhenasia.com