

CHINA MARKET ENTRY & GROWTH ADVISORY

Turn ambition into traction. Build China growth that holds.

Senior, hands-on China market entry, GTM, localisation and partner development for European B2B, industrial and technology firms — assessing entry, building from scratch or restarting stalled growth.

WHY CHINA GROWTH STALLS | European firms rarely lose China on quality but on fit, speed and follow-through

European premium ≠ China buying case

HQ control ≠ China market speed

China presence ≠ China traction

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

Start with a market entry assessment or growth diagnostic, then choose the support you need: build GTM and localisation, connect with the right partners and distributors, or run growth with fractional GTM leadership.

China Entry & Growth assessment [START HERE](#)

For firms considering China entry or already in China with limited traction or stalled growth

Assess: market potential, buyer needs and channel options. **Output:** priorities, investment trade-offs and next steps.

~2-3 weeks
Fixed fee, creditable towards
a follow on engagement

BUILD - GTM & Localisation

For entering China or rebuilding an underperforming GTM setup.

Build: positioning · website/content · local proof · channels · conversion structure

~6-10 weeks
Project engagement

CONNECT - Partners & Distributors

For firms entering through partners or improving underperforming channels.

Connect: partner fit · qualification · shortlist · activation or improvement plan

~8-12 weeks Project
engagement

RUN - Fractional GTM Lead [FLAGSHIP](#)

For firms needing senior GTM leadership to start or scale China growth.

Own: GTM priorities · execution · team development

Min. 3 months
Monthly retainer

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

Fees and timelines will be confirmed after scope. Legal and tax advice by qualified specialists.

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

0→1

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, setting up the WFOE, to launching digital campaigns. She has built a strong brand presence in China."

Christian Roeloffs, Founder & CEO, Container xChange



Selena (Yanping) Wu, MBA

Founder · Principal Consultant

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

My career spans 20 years across China and Europe: a decade operating commercially in China, followed by a decade based in Germany, including roles at European HQ. Hands-on experience combines China GTM builds, localization, partner development, and distributor and retailer enablement across industrial B2B, B2B SaaS and international brands. Mandarin with 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