

Typical Deceptive Impressions of Chinese Manufacturers Visitors Must Recognize at Factory Tours

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In *Poorly Made in China*, at many occasions, the author Mr. Paul Midler tells stories of Chinese factories acting.

This is true. Most Chinese manufacturers do not spare effort to offer the best impressions they could to visiting importers, especially when it is their first visit. They try to make their operation look the way the importers think satisfactory as they understand, as always busy, full staffed, well-equipped, clean looking, well arranged, ISO certified, capable of producing wide range of products, very experienced in export business with complete understanding of western customers' requirements, having good relationships with governments, having good CSR record, etc.

Thus, idle factories, even non-working workshops, pretend to be very busy, as narrated in the book.

They would enthusiastically show you how many complicated precision machines, like CNC machining center, they have. But you could easily notice that they are almost new. Even some time, you could easily find the packing pallets for the machines nearby which just have got rid off the machines days prior to your visit.

They would have the workshops and offices cleaned and rearranged overall shortly prior to the visit. You would see that all windows are homogeneously clean in different departments, all tools and moulds are on shelves in perfect order, and all machines are wiped with shine polish. Then shortly after that, everything would return back to the way they usually are.

They would show you certificates like ISO, UL, CE, etc. In administrative office, they would point to many cabinets of labeled ISO files and explain how strictly they operate in ISO certified way. But in production workshop, you cannot find workers using these files. In fact, before annual approval for ISO system every year, they would hire professionals to create such files in compliance with ISO requirements in few days, and then get approved successfully.

A very wide range of products would be exhibited in showcases, some of which are clearly not possible to be produced by the factory, judging from the equipments the factory has. Or the unusual diversity of the products shown to the customers clearly conflicts with the principles of business focusing or labor divisions.

In order to convince the visiting prospective customers that they have many western customers and are very experienced with western markets, they would show you some drawings in foreign language, mainly in English, saying they are being producing quantity volume according to those drawings. But actually, the drawings are probably are sent by importers for quote request. Surely meanwhile, you would wonder if your drawings you send to them any earlier or in the future would be shown to other importers.

At occasions, pictures of the factory boss with government officials, local or at higher levels, are

presented to visitors, especially to very big and important customers when they are on large projects. *Guanxi* with governments is preferred in China business, but Chinese are increasingly cautious at it at present, as a large number of frauds have been reported recent years where people leverage their fake connection with governments to get economic benefit. In these cases, the money involved is always very considerable.

And many Chinese enterprisers are enthusiastic of CSR these years, as CSR is a buzz word in China. Of course, they would not forget to show their CSR achievements to western visitors, since they know westerners would factor this into final decision. At visit, they would show you garden factory with meadow, flowers, and trees, sports facilities for employees, employees' dormitory, etc. But sound vocation health and safety systems, including helmet, gloves, safety shoes, and sufficient vent system, could hardly be found in Chinese factories where these stuff should definitely be in place, especially in small and mid-sized enterprises, private or state owned.

This list can be much longer. All these disguises take experience for visitors to spot.

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Poorly Made in China

Authored by [Mr. Paul Midler](#), [Poorly Made in China](#) touches many topics that affect western manufacturers and consumers greatly, from westerner's perspectives. It is one of the most strongly recommended books for importers.

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Acculine Precision Manufacturing Company is a Chinese professional supplier of mechanical component parts including aluminum die casting, zinc die casting, precision machining, sheet metal stamping, sheet metal punching, sheet metal deep drawing, plastic injection, metal sintering and plastic sintering, etc.

Besides our leading knowledge about products and production, another important power which help Acculine outperform the Chinese competitors is our strict quality management system. We have been in long term cooperation with many professional and demanding customers in Europe and North America many years. Through years of communication and emulation, Acculine developed the unique quality management based on western mentality of quality and service. The system ensures Acculine's leadership in the market and customers' needs to be met constantly. For details of the quality management, please visit

http://www.acculine-mfg.com/literature/Acculine_Product_Quality_Management_Procedure_Flowchart.pdf, and view the copy.

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