



# MCI China feasibility study final report and recommendations summary

# Why China?

1. China is now the second highest producer of research output in the world (Source: Global Scientific Collaboration in the 21<sup>st</sup> Century)
2. Chinese chemists have significantly increased their usage of and contribution to ACS journals
3. China is the world's largest emerging market for the chemical enterprise
4. China ranks in the top 5 countries among unique visitors to the ACS website
5. ACS products have a good reputation and are well recognized in China



# Analysis of China's 12<sup>th</sup> Five-Year Plan

- The Five Year Plan (FYP) is China's countrywide policy and strategic plan prepared by the government. The 12<sup>th</sup> FYP spans 2011-2015

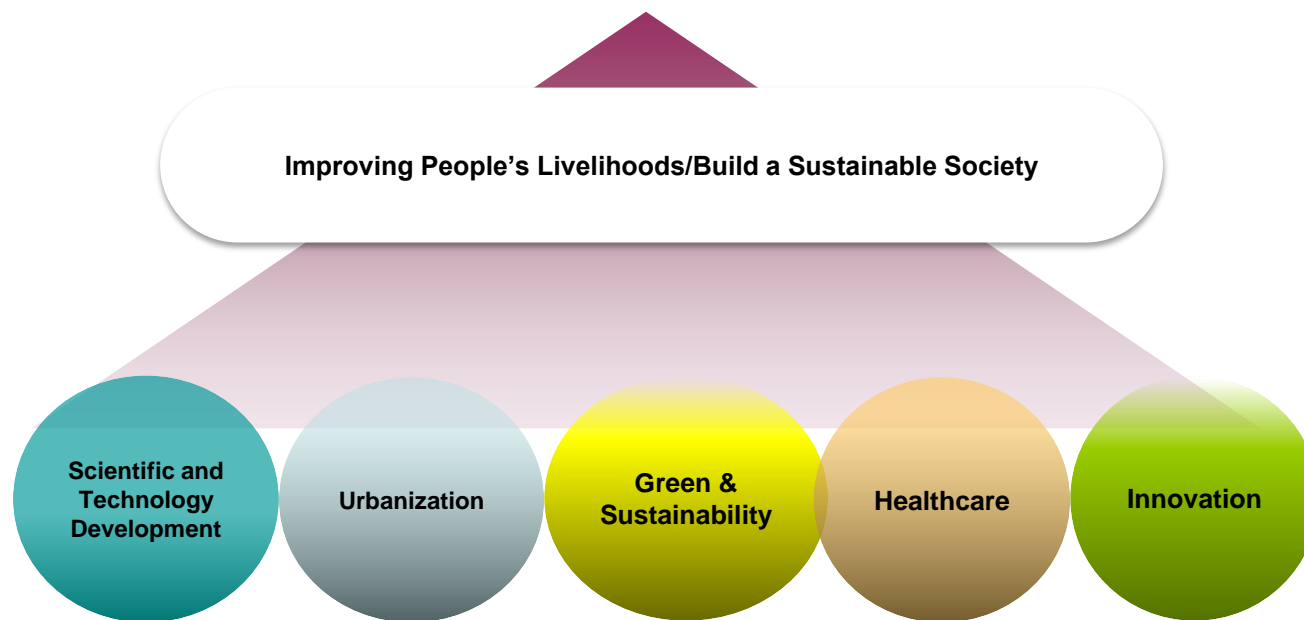


Diagram shows key themes and focus of the 12<sup>th</sup> FYP

# Analysis of China's 12<sup>th</sup> Five-Year Plan

## Key findings applicable to ACS

- China's 12<sup>th</sup> Five Year Plan provides a very ***positive environment*** for ACS's development in China.
- China is in demand of ***advanced knowledge and technology of chemistry*** to achieve its national goal.
- To achieve a unique market position, ACS can contribute to ***knowledge directly related to sustainability***, which is the theme of China's 12<sup>th</sup> Five-Year Plan.

# Audience segmentation

## Individual Customers

- Academics (Faculties, Researchers)
- Industry Practitioners
- Students

### Current Portfolio

Faculty 51%  
Students 22%  
Researchers 17%  
Industry practitioners 9%

Evaluate a special offering to

## Corporate/ Institutional Customers

Universities  
Research Institutes  
Industry enterprises

# Audience segmentation



Key Provinces		Other provinces	
Beijing	201	Tianjin	54
Shanghai	191	Hubei	47
Nanjing	63	Jiangsu	63
Hangzhou	37	Anhui	27
		Heilongjiang	25
		Zhenjiang	37
		Guangdong	40
		Jilin	20
		Liaoning	25

Map of China showing Major Cities and geographic distribution of ACS members

# Audience segmentation

**Product Portfolio audit** (a selection of six of ACS' current products and an assessment of their suitability for the China market)



# Product Audit

## C&EN

- The frequency could be adjusted to bi-weekly according to Chinese reader preferences
- ACS should work with local publishers to enhance the distribution of C&EN

## Journals

- Organize "How to Submit" workshop to encourage manuscript submission
- ACS should increase the protection of e-version intellectual property protection through advance technology
- Mobile-friendly notification on the release of the latest issues and mobile reading access would be great benefits in China where mobile phones have much higher penetration than the Internet

## SciFinder

- Strengthen sales to institutional customers
- Organize local training to improve the awareness and usability of SciFinder
- Work with local publication distributors to increase the number of SciFinder customers
- May consider including a discount for SciFinder as part of the membership benefits for the China market



# Product Audit

## Membership

- Adjust membership dues to reflect China local income level and increase local benefits
- Membership benefits need to be tailored based on the needs of China local members
- Consider offering member services through local outlet including Chinese website and collecting membership dues in RBM
- Build Chinese volunteer base to support ACS China development
- Explore the needs and opportunities for institutional membership which might be more popular in China
- Develop generic student chemistry groups in Chinese Universities that offer a major in Chemistry to grow a local student community

## National Meeting

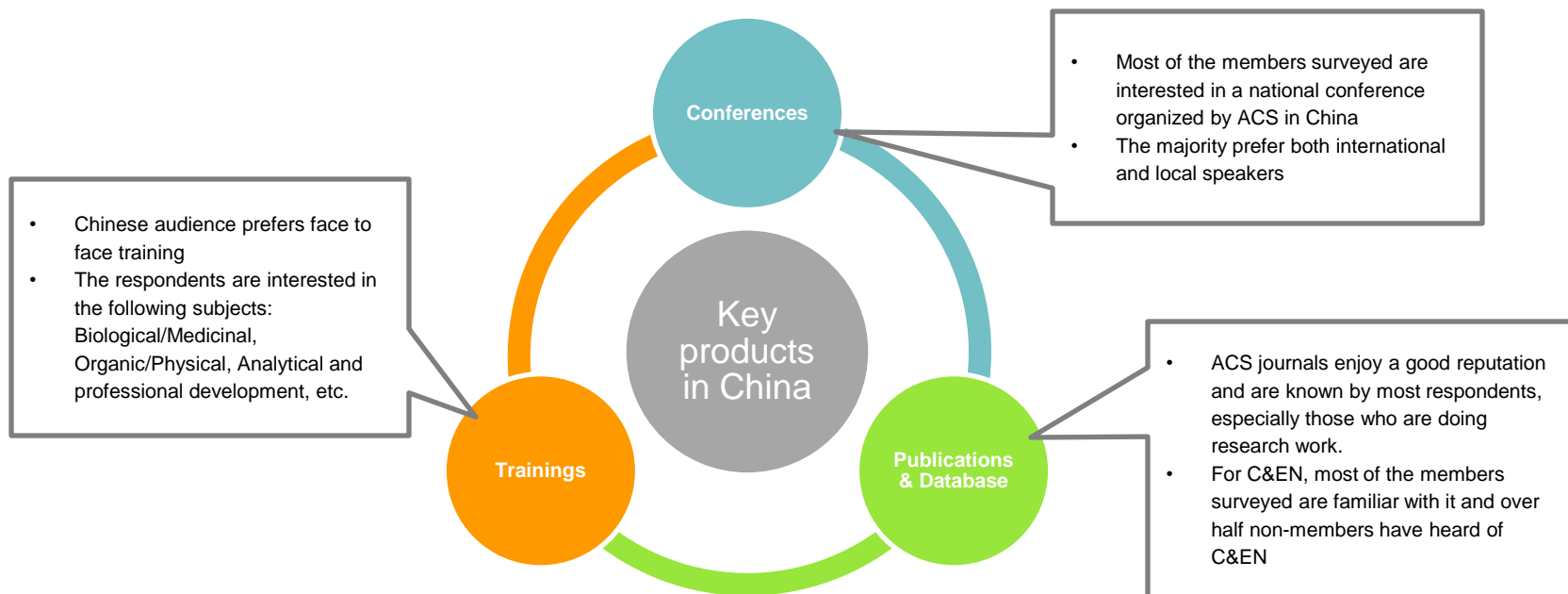
- Organize meetings on topics such as sustainability in China to enhance ACS' local presence
- Meeting pricing should be adapted to China market -- the current price is very expensive for Chinese audience and should be comparable to other international events
- The conferences should feature ACS invited international industry leaders, Chinese government officials, and Chinese Academy of Science academicians
- Organize a China steering committee for advice and referral on topics of interest to Chinese chemistry professionals and academics

## Training

- Develop a hybrid model of training at the beginning stage
- Pricing should be adapted to the local market.
- Use the advantage of the existing ACS Shanghai Chapter or local contacts as Subject Matter Experts (SME) to provide guidance on topics and to refer trainers. ACS should financially support local SME team building
- Consider partnership with local entities like research institutes of CAS or universities for training content development

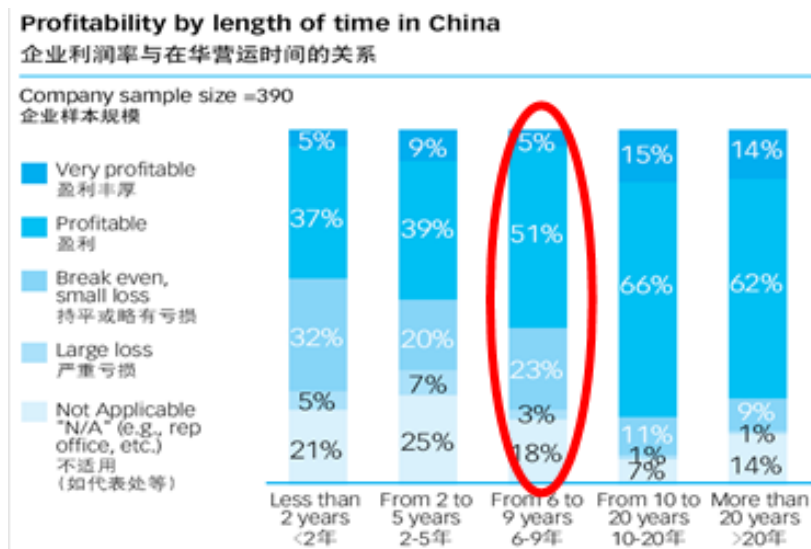
# Customer Survey

- **35** people surveyed: 12 non-members and 23 members including 4 past members
- Top three information and learning sources: ***publications, conferences and training***
- ***Institutional Customer*** should be the main target



# Key findings

- China is not a short win market. It is a market which can be developed over time and could turn into a healthy business for ACS
- The American Chamber of Commerce in Shanghai issues an annual report, the AMCHAM China Business Climate Survey, which shows that a little more than half of US companies need 6-9 years to generate healthy profits (diagram)



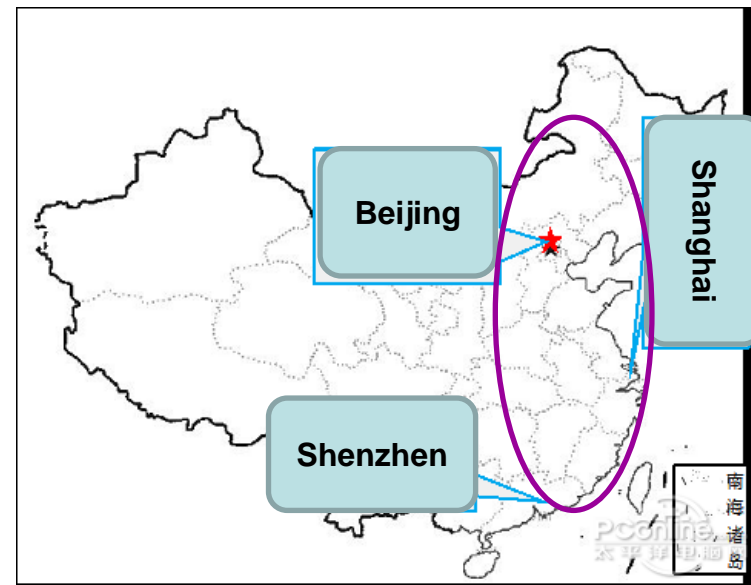
# Recommendations

- **Tailor the membership benefits**
  - Consider including more articles from journals in the membership benefit package
  - Organize local events including conferences and training as good networking opportunities for Chinese chemists
- **Consider a corporate approach**
  - Skills improvement is normally seen as the responsibility of companies.
  - Corporate membership packages are more popular in China and may contain the membership, conference and training discount, publication discount, etc.
- **Bundle the membership promotion with product sales**
  - ACS membership should be combined with publication subscription, conference and training sales

# Recommendations

- **Focus on target audience**

- Large academic audience (1.3M faculty, according to MCI research)
- Multinational companies, large contracted research organizations, universities and research institutes will be the key target
- Beijing, Shanghai, Shenzhen and big cities in eastern China



- **Build partnership with local organizations**

- Working with local partners like China Chemical Society for reciprocal membership benefits and to reach membership potentials
- Explore the setting up of local universities groups to drive the growth of student membership

# Recommendations

- **Build Robust Local Presence**
  - Assign professional Chinese staff to cover the following possible responsibilities:
    - Development of business plan
    - Partnership development
    - Marketing and communication
    - Product Localization
    - Local customer Service
  
- **Establish local communication platforms**
  - Develop Chinese version of website and electronic newsletters to create local presence and share industry information
  
  - Create strong online visibility and engagement through social media strategy
  
  - Engage in local industry communities

# Recommendations

- **Strengthen brand awareness**
  - Through ACS local networking events
  - Through events organized by local industry communities
  
- **Keep C&EN original version and consider changing frequency**
  - Reporting on international trends
  - English language is not an issue
  - China local industry information is easy to access through many local publications