



Women's Business Center of California
El Centro de Mujeres Empresarias de California
Supporting the Successful Growth of Entrepreneurs
Apoyando el Crecimiento Exitoso de Empresarios



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¡Hablo español!

Dr. Salome Hernandez has more than a quarter of a century of experience as a diplomat for the U.S. She recently retired to start a consulting company in Shanghai, China after living and working six years in that city as well as Guangzhou, and Taiwan. Currently she has gained practical business experience supporting the PR section of an out-sourcing company in Shanghai.

She also served as a diplomat in Honduras, Dominican Republic, Mexico, Pakistan, Argentina, and Venezuela. She understands foreign cultures and is completely bi-lingual in Spanish, conversant in Mandarin, and understands several other romance languages. Salome received a Ph.D. from the University of New Mexico.

WBCC China Corner

Salome now uses her international experience as an entrepreneur by helping other entrepreneurs compete with big business by manufacturing and pursuing other business ventures in and with China. Contact Salome to research the possibility of increasing competitiveness by exploring the potential of utilizing all China has to offer U.S. businesses.

Our Goals

Salome Hernandez is currently living in Shanghai and hopes to be able to answer some of the questions the members of the Women's Business Center might have on doing business in China or business with China. We would prefer to respond to questions the readers might have on China and hope this short introduction might inspire some interest.

China Corner Staff - Dr. Salome Hernandez and Miklos Campuzano
Miklos Campuzano brings a decade of Chinese experience to the team. He founded his own line of clothing, Illogical Gravity-street wear. With ILG he works in all aspects of the production beginning with the design, coordinating the production with Chinese factories, and ultimately distribution.

He also worked for a U.S. company specializing in out-sourcing of metals and polymers. For specialized metal or polymers, he coordinates with Chinese experts with university degrees. Currently he also uses his experience to help clients from around the world (U.S., Latin America, and Africa) interested in acquiring products directly from Chinese factories or learning more about doing business in China.

While wholesale orders are required, he willingly works to help small and medium size businesses. His bilingual skill in Mandarin is indispensable in coordinating for clients and he has learned some Shanghai and other Chinese languages.



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THE CANTON BUSINESS FAIR

Every year there are numerous fairs in China. Shanghai, the “Pearl of the Orient,” has dozens: the energy fair, the textile fair, the industrial fair, etc. to name a few. In fact, I have just been told of a European solar energy fair to be held this May in Shanghai.

The most well-known fair, however, is the Canton Fair in southern China which meets two weeks in April and two weeks in October. As I write this short note, on April 17, I am in Guangzhou, Guangdong aka Canton, the name by which it is known traditionally in the west. Each fair session is again divided into one week of “Industrial Products and Medicines & Health Care” with a short break then another week of “Textiles & Garments, Consumer Goods, Gifts.”

Twenty years ago, except for the most adventurous, the Canton Fair was about the only place to meet producers, and they came by the thousands to meet in one place. About 10 years ago, there were some who said that the Canton Fair was obsolete; and it did go through some rough times. But today, Guangzhou is celebrating its 103rd Canton Fair and it seems revitalized its new home in a modern exhibition hall south of the Pearl River. Some of the old buildings also are still being used. The 102nd October session of boasted 189,500 visitors from 213 countries and with business deals totaling some 37,450 millions USD. Check out the website: <http://www.cantonfair.org.cn>

I am among those who like to walk the 285,000 Square Meters of booths looking at old and new products for myself or clients. I meet sales persons face to face and can make a deal on the spot. If I don't reach an agreement there, they know who I am when I call later. I have the luxury of easily making it to Guangzhou because I am just two-hours away by plane.

Guangzhou is located north of the Pearl River (third largest river in China) Delta close to the South China Sea, Hong Kong, and Macau. Guangzhou is called China's South Gate. Guangzhou is home to more than 11 million people. Guangzhou was the capital city for three Chinese dynasties and has a wonderful Yue museum you should not miss.

