



# Connecting China and the World through Communication and Insight

MUNICH | BUDAPEST | BEIJING | SHANGHAI | NEW YORK

## WHO WE ARE

## Expert Group within the **GlobalCom PR Network**

GlobalCom China Gateway (GCG) is a cross-border communication platform initiated by **GlobalCom PR Network** together with **PRA Communications** (Hungary). We combine strategic communication, cultural intelligence, and AI-driven solutions to help Chinese companies navigate international markets and build strong positions beyond their home region.

## OUR APPROACH

### Strategic Focus

Our primary focus lies in supporting **market entries** into Europe, with **Central and Eastern Europe** serving as a pragmatic gateway and Germany as the key business anchor.

By leveraging the GlobalCom PR Network and its local expert teams across the globe GCG ensures aligned execution and **long-term, sustainable growth**.

## WHAT WE DO

### Core Services

- Market-Entry or Market Expansion
- PR, Branding & Business Strategy
- Media Relations & Multilingual Content
- AI Newsroom – Localization, Automation
- Digital Visibility (Social Media, SEO, SEM)

### Global Expertise

GCG brings together senior **communication professionals, China experts, and market strategists** with decades of experience in international PR, corporate communications, and cross-border business development.

We combine **global reach with deep regional knowledge**, cultural intelligence to deliver market-ready communication solutions for complex international environments.

- Trade Fair & Event Communication
- Crisis & Stakeholder Communication
- Media & Cultural Training
- AI-supported Research
- Market Insights & Analytics

