

## Non Stop Portals Announces China USA Web Sites Initiative

November 18, 2009, Raleigh, NC - Non Stop Portals announces a new China USA Web Sites initiative to assist manufacturers in both countries export their products to the other country. Development teams have been created in both China and the USA to implement web marketing services that result in an international version of the company's product offerings. According to Jerry Helms, President of Non Stop Portals, "I always found that it was hard to find the original manufacturer of a product that I wanted to purchase from China and sell in the United States. Not only was it hard to identify the manufacturer's web site, it was often primarily written in Chinese. Navigation of the site was difficult and since the site was hosted in China, it was very slow. It was very time consuming to determine the best way to contact the manufacturer and then get a response." The China USA Web Sites initiative will work with Chinese manufacturers and build a web site hosted in the United States that has compelling content. Content development techniques will make sure that it is easy for American distributors to find the Chinese manufacturers. The initial contact point for the American distributor will be with a live person in the United States who will make sure they are promptly connected with the Chinese manufacturer. Many American companies have a strong interest in selling their products to Chinese consumers. China is a very strong market for American built products and the American manufacturer faces the same problems in the Chinese market. Creating a strong Chinese marketing message to make it easy for the Chinese distributor to find American made products will help to reduce the amount of time required to establish a sustainable presence in China. The China USA Web sites initiative will also provide logistical and consulting support to both countries. Jerry Helms, " It takes time to understand the cultural differences in how our countries do business. We will educate both parties on how to establish strong and long-lasting business relationships in the other country." Non Stop Portals is a Raleigh, NC area web portal development company, helping organizations improve their sales and profitability with configurable Software as a Service (SaaS) solutions. Representative projects include: web site development, customer relationship management, product catalogs, shopping carts, and corporate blogging. More information:

Jerry Helms

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China USA Web Sites - <http://www.china-usa-web-sites.com>

Non Stop Portals - <http://www.nonstopportals.com>

### About the Author

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