

Zatino Group Launches Asia Business Connection Program for Global Companies Amid Escalating Tariff War

Structured business facilitation program offers alternative sourcing and market entry solutions as global trade tensions intensify

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Dublin, Ireland Apr 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - Responding to the unprecedented escalation of US-China trade tensions that saw tariffs soar to 145%, Zatino Group has introduced a comprehensive China Business Connection Program designed to help businesses from Europe, North America, and worldwide navigate the rapidly changing global trade landscape and establish strategic partnerships within the Chinese market.

This initiative comes at a crucial time when businesses face not only escalating tariffs but also increasingly stringent regulations regarding supply chain verification and counterfeit prevention. The program provides access to government-verified suppliers, addressing a critical risk factor for companies importing from China.

"We've seen a dramatic surge in inquiries from companies across Ireland, Europe, the UK, and North America seeking to optimize their existing Chinese supply chains and market relationships," said Jing Farrelly, Director at Zatino Group. "What these businesses need isn't just an initial business introduction but genuine connection facilitation with government-verified partners. This verification is particularly crucial for businesses facing stringent anti-counterfeit regulations and potential penalties for promoting unauthorized goods. Our program delivers precisely that—structured, relationship-focused business development support with legitimate, verified partners throughout China. "

The China Business Connection Program features two flagship initiatives launching in 2025:

- June 15-21: Global Sourcing & Investment Summit (GSIS) focused on the Beijing-Tianjin-Hebei region and Dalian, providing direct access to Chinese suppliers, government officials, and potential partners.
- July 2025: ChinaSourcing Summit in Wuhan and other regions in China, with a focus on pharma, medical, tech, and innovation sectors.

While expansion to additional Asian markets is planned for later in 2025, the immediate focus remains on helping businesses optimize their critical Chinese relationships.

For businesses globally, the program offers valuable opportunities to renegotiate terms with existing Chinese suppliers ahead of potential tariff increases. "Many companies don't realize they can secure significantly better pricing and terms by engaging with suppliers through official channels with government support," noted Farrelly. "Rather than abandoning established relationships, our approach helps businesses optimize existing connections while positioning for long-term stability."

Despite current trade tensions, China remains a critical market that cannot be easily replaced. The program acknowledges this reality while providing practical solutions for businesses to navigate the current environment effectively.

Unlike conventional trade missions, the Business Connection Program provides comprehensive support including:

- Pre-trip supplier/partner screening and qualification

- Government-level facilitation and introductions
- Cross-cultural negotiation support
- Post-connection relationship development
- Ongoing logistical and compliance guidance
- Access to government-verified suppliers meeting international compliance standards
- Opportunities to renegotiate terms with existing partners ahead of tariff implementation
- Official documentation supporting supply chain verification requirements
- Risk mitigation strategies for regulatory compliance

"Businesses from Dublin to Toronto, London to Frankfurt face complex decisions in this volatile environment," noted Farrelly. "Our program helps companies make informed, tailored decisions about their China strategy rather than hasty reactions to tariff pressures. For many, maintaining strategic Chinese relationships with improved terms is far more practical than attempting to rebuild supply chains elsewhere."

The program serves businesses across multiple sectors including technology manufacturing, pharmaceuticals, medical devices, renewable energy, and consumer goods. These industries face particularly complex regulatory environments where supplier verification is paramount. With significant tariff uncertainty and increased scrutiny of international supply chains expected to continue throughout 2025, Zatino anticipates growing demand from businesses seeking enhanced legitimacy and improved terms in their existing Chinese relationships.

Registration for the June program is now open with limited spaces available. Interested businesses can find detailed information at [China Business Connection Program](#) and [Program Registration Form](#)

About Zatino Group

Zatino Group is an international business consultancy specializing in Asian market development and cross-border partnership facilitation. With offices in Ireland and extensive partnerships across Asia, the company provides tailored business connection services to clients navigating complex international markets.

Contact Information

Jing Farrelly

Email: info@zatino.ie

Phone: +353 12678018

Office: 15 Harcourt Street, Dublin 2, Ireland, D02 XY47

Website: www.zatino.ie

Press Contact

Pat McCarthy

Email: team@irelandchinainstitute.eu

Phone: +86 13358993352

Office: The Ireland Sino Institute, Number 6 & 7 Binhebei Street, Changtu Town,

Tieling, Liaoning Province, China, 112500

Web: www.irelandchinainstitute.eu

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Media Contact

Zatino Group

*****@zatino.ie

0035312678018

15 Harcourt Street, Dublin 2, Ireland, D02 XY47

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