

February 27, 2014

## **Partner, Dubi Gross, featured in a Globes article on China's penetration into the Israeli market.**

### News

**Dubi Gross, a partner at Gornitzky & Co., was featured in an article in the Globes newspaper on China's penetration into the Israeli market, in light of the possible sale of Israeli dairy manufacturer, Tnuva, to China's state-owned Bright Foods company.**

Mr. Gross maintains that there are several important factors to take into account when doing business with the Chinese, "The Chinese internal procedures, such as decision-making procedures, are highly structured and different from what we are accustomed to. They are longer processes, with a particular order, and you can not bypass or shorten the procedures." Mr. Gross attributes this in part to the numerous Chinese regulatory demands and authorizations required when taking money out of the country. As one who represents Chinese companies in negotiations, he noted their thorough and pleasant nature; even in tense situations.

## **Key Contacts**



**Dubi Gross**  
Partner