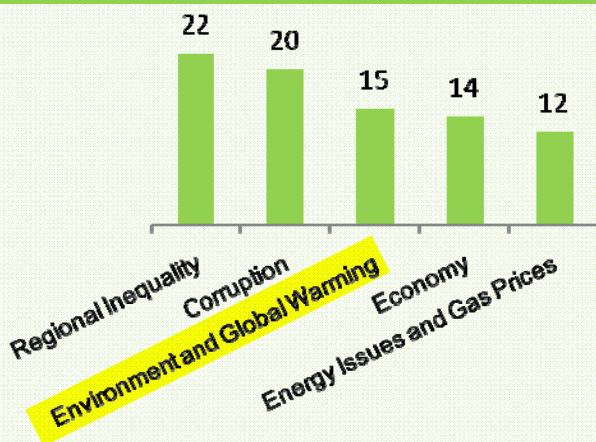


Chinese consumers want to do business with green companies.

In general, the more green a company is perceived to be, the more they think it is honest and trustworthy, innovative, has high quality products and services, and provides safe working conditions. Chinese consumers don't expect companies to fix all the environmental problems, but they do want to hear how companies are being good green citizens.

Chinese think the environment is an important national issue:














And they're ready to go green with their wallets:

69%
will spend more
on green
products in the
next year

56%
say they will
pay higher
prices for
green products

Chinese consumers think some companies/industries are greener than others:

Rank	Industry	Winning Brand
1	Technology	Baidu 
2	Electronics	Lenovo 
3	Financial	CMB Bank 
4	Mobile phone carriers	China Mobile 
5	Electrical appliances	Haier 
6	Phones	Nokia 
7	Automotive	FAW-Toyota 
8	Airline	Air China 
9	Beauty/Cosmetics	L'OREAL 
10	Grocery/Supermarkets	Wal-Market 
11	Energy	Shell 

PSB can help your company be seen as a green leader

Find out more about the Green Brands Survey: China

- Where your company ranks on the green scale – and how your ranking affects your reputation
- What green products Chinese are willing to pay more for – and which ones they're not
- What Chinese think companies can do to be more green

Contact us:

Tatt Chen, Hong Kong: tchen@ps-b.com or +852-6406-9009
Beth Lester, Washington, DC: blester@ps-b.com or (202) 962-3042