



James Liu – EGS Managing Director for Greater China

James Liu is the Co-Founder and Managing Director of FranChina Holdings LLC, a leading China-based franchise advisory firm, and EGS' Managing Director in China.

James has over 15 years' experience as a renowned professional within the franchise, retail, restaurant, hospitality and service industries of China. His outstanding and efficient work has given FranChina a very successful track record in assisting international franchisors' expansion into the China market. Under the leadership of James Liu, FranChina contributed significantly to the first Sino-US master franchise deal in home care industry with the Right At Home® US franchise. Earlier James assisted Mr. Handyman® in its entry into China. In 2018, James assisted EGS in finding an area licensee for the U.S. seafood brand, The Boiling Crab®, for the Greater Shanghai area.



In 2013, FranChina was retained by a top German automaker as its China Franchise Consultant to help the brand establish its local car-sharing franchise model. In 2014, Hiersun Group, one of FranChina's local clients, made an IPO based on the success that FranChina had helped them accomplish by franchising their luxurious Chinese diamond boutique brand 'I Do' from the original 8 units to 400+ units in 6 years.

In addition to writing numerous articles on franchising in China, James is a frequent speaker at franchise conferences and has been broadly interviewed, quoted, and cited in the Chinese franchise community. As one of the best franchise lawyers in China, James has been involved in and contributed significantly to Chinese franchise legislation. James is a standing committee member of China Chainstore & Franchise Association and is the first Chinese candidate for the prestigious 'Certified Franchise Executive' designation from the International Franchise Association.

James holds a LLB degree from Beijing University of Economy and Business. Prior to co-founding FranChina, James had 8 years' experience as a lawyer working with a top Chinese Intellectual Property firm 'China Sinda' which was the local affiliate of Baker & McKenzie, and a leading Chinese law firm 'Rong & Shang Partners'.

In his capacity of Greater China Managing Director for Edwards Global Services, Inc., James has helped bring numerous large US franchise brands into China, helping with candidate due diligence, supply chain analysis, candidate search, candidate negotiations and providing high level advice on entry into the China market.

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