The biggest foreign retail giants have challenged China’s retail sale since China’s entry into the WTO. More than half of the Worlds biggest retailers have begun trading in China. They have established business in numerous large cities in China and achieved excellent business results. This paper uses case studies. It presents a summary and analysis relating to Wal-Marts and Carrefour activities in China. It answers the questions of how these foreign retails were developed and grew so rapidly in the Chinese retail market. The paper also identifies and discusses the challenges made to Chinese retailers.
Author Details:

Professor Lu Yinlin
Associate Dean
Faculty of Business Administration
Renmin University of China
175 Haidian Road
Beijing, China, 100872
Tel: 8610 6251 6335
Email: luylin727@hotmail.com

Dr Lily Lin Qiu
Hella Asia Pacific
Regional Headquarters of the Group
Email: lily.qiu@ha.hella.com
Telephone: 03 9877 4939

Mr John Hall
Faculty of Business & Law
Footscray
Victoria University
PO Box 14428
Melbourne Vic.  8001
Email: john.hall@vu.edu.au
Telephone: 03 9688 4571