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on war

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Checking up on Chinese exports

ALTHOUGH CHINA HAS GROWN into a world export dynamo, it also has suffered in the court of public opinion as other nations uncovered Chinese-made tainted pet food and toys with lead paint. **Andrew Reich '02** is helping American companies ensure that their Chinese-made products are safe.

Reich founded InTouch Services, a Shenzhen-based quality-control firm that visits factories across China to inspect merchandise and analyze production facilities for quality and consistency. His clients include some of America's largest houseware and cookware brands.

Reich says defective products are a result of "serious price pressures" on Chinese factories stemming from rising material and labor costs, China's strengthening currency, and recent government policies that have reduced tax benefits for exporting factories. "These factors put a huge strain on the factories," he says. As a countermeasure, his company follows detailed lab-testing protocols to check goods for production flaws.

He first became interested in doing business overseas when he took a Business in Asia and the Pacific class at Binghamton University's School of Management. After earning his degree, Reich enrolled in a Teach English in China program through the Council on International Education Exchange and settled in Shanghai, where he studied Chinese.

"It was nearly impossible to find a business-related job ... with little language skill and virtually no experience,"



he says. "But I wasn't coming back [to America] until I could speak an Asian language fluently and had gained experience in business overseas."

His diligence paid off when he landed jobs inspecting products and auditing factories. The itch to start his own company was irresistible, though. Now, he's working to continue the momentum from 2008, when InTouch Services grew rapidly. His blog, qualitywars.com, has become a resource for importers on Chinese factory efficiencies.

"With buyers wanting to pay less for the same quality and factory costs rising across the board, there is only one way to be competitive in overseas manufacturing: more efficient factories," Reich says.

health-care programs and services provided by North Shore University Hospital. She is a partner in the law firm of Meyer, Suozzi, English and Klein PC in Garden City, N.Y.

Henry Weinfield MA published *The Music of Thought in the Poetry of George Oppen and William Bronk* (University of Iowa Press, 2009).

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Linda Berry is a chiropractor, nutritionist, trauma healing specialist and the author of *Internal Cleansing*. She has expanded her practice into Soluna Health and Wellness Center in Sausalito, Calif. She has been featured on ABC, CBS, NBC and Fox News, and gives lectures and seminars.

She can be contacted through DrLindaBerry.com.

Kenton Wing Robinson published a poetry collection, *The Water Sonnets* (Antrim House, 2008). Robinson lives in Connecticut and is a career newsman who writes poems about love.

Clark M. Zlotchew PhD is the author of *Varieties of Magic Real-*

ism (Academic Press/ENE, 2007), and *Spanish at Your Fingertips* (Alpha Books/Penguin Group, 2007).

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Michael Laser published *Chester* (Dutton, 2008), his second novel for young readers.