



China Wants Your Internet Business

Source: Washington Business Journal, March 21, 2003

Sure, the country's on the other side of the planet, but it's nonetheless only a mouse-click away at the '.cn' Internet domain. And it's hoping you'll take advantage of "one of the most liberal and easiest country code registration processes in the world," to register your domain of choice.

So is NeuLevel, a Sterling-based company majority-owned by D.C.-based NeuStar. China's Internet Network Information Center has named NeuLevel (<http://www.neulevel.cn>) the exclusive registrar of .cn addresses to everyone who's not in China.

Aside from giving you a crack at the Web URL you've always wanted but were beat to by some .com or .net cybersquatter, NeuLevel wants you to know that registering a .cn address gives you access to the vast Chinese market.

".CN domain name registrations occur in real-time and are open to any organization," says Richard Tindal, vice president of registry at NeuLevel. "There are no requirements for a presence in China, contacts in China, association with China or Chinese name servers."

Sound good? Visit <http://www.getmy.cn>.