Write about 150 word to respond to this statment?

In the past few years, several products made in China (including toothpaste and toys) have been recalled because they are dangerous or even fatal to use. In one survey, about 30 percent of American respondents indicated that they have stopped purchasing some Chinese goods as a result of the recalls. Essentially these consumers use country of origin as a heuristic to avoid Chinese products. If the Chinese government hired you as a consultant to help it repair some of the damage to the reputation of products made there, what actions would you recommend?

Write about 50 word to respond to this statment?

I remember talking about country of origin in international business. Depending on what is going on in a particular country that imports and exports goods, those activities could be helped or hindered. The unethical practices and violence involved in the diamond market had a huge impact on the sale of jewelry unless it was stated to be "non-conflict". After the terrorist attacks on 9/11, the airline industry took a little bit of a hit with more people choosing other means of travel. They attempted to regain trust by increasing security measures in airports. I believe it's in China's best interest to publicly acknowledge the damage and promise to make steps towards changing their production materials and methods. People need to see that they have their best interest in mind, and they want to be able to trust what they're buying, otherwise they will turn to substitutes or away from the industry altogether. China should also pass legislation barring the use of certain chemicals in their products, and put money towards researching alternative substances and manufacturing processes.

Write about 50 word to respond to this statment?

First of I would asses the damage to see how serve it is. Depending on the severity, which seems very bad in this case, I would do a whole rebanding of those products. A rebranding would be best because it would give a whole new look and feel to these products, thus in the minds of the customers this would seems like new products and would be more willing to buys products from China. Rather than if these company would only have improve the quality of there products without rebranding.