



GET READY FOR CHINA

WORKSHOP PACKAGE

- A full-day workshop run by an experienced trainer
 - All the training material including a set of hard copies of the EU SME Centre Starter Kit
- Price: 350 EUR/person
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China is on its way to becoming the largest economy in the world. How can EU SMEs benefit from this? Join this workshop to find your pathway to entering the market successfully.

Find out about the real opportunities in the market and if your company is really ready to start business in China.

WHY ATTEND?

- Gain up-to-date insights of the business environment and the market opportunities in China
 - Understand the primary challenges in the Chinese market and how to overcome them
 - Acquire useful tips on dealing with your potential Chinese partners
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OUTLINE

Module 1: Know China

- Overview of the Chinese market, consumers, and economic trends
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Module 2: Get Ready

- Ways to enter the market and how to prepare for potential opportunities and challenges
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Module 3: Step-By-Step Guidance on Preparing for Business in China

- Ways to assess your readiness for the Chinese market
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Module 4: Improve Cross-Cultural Communications Skills

- Business negotiation and communication in China
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An Initiative Implemented
with the Financial Support
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ABOUT EU SME CENTRE TRAINING WORKSHOPS

The EU SME Centre's training workshops provide you practical insights and step-by-step approaches on how to do business in China, delivered by our industry experts.

During the workshops, you will enjoy a well-balanced course combining business theories with practical examples. You will also have the chance to participate in interactive exercises to improve your business skills and understanding of the Chinese market.

WHO TO CONTACT

To learn more about this workshop or the other trainings the EU SME Centre offers, please contact:

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ABOUT THE EU SME CENTRE

The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

IMPLEMENTED BY

