



SERVICING CHINESE OUTBOUND INVESTMENTS

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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Outbound Foreign Direct Investment (OFDI) from Chinese multinational enterprises (MNEs) has been growing noticeably in Europe over the past decade, presenting good business opportunities for European SMEs.

Join this workshop to better understand the management styles and decision-making processes of different types of Chinese investors and how to establish successful business relationships with them.

OUTLINE

Module 1: Understand China's OFDI Context

- Recent developments in China and the impact on its OFDI globally
 - Business opportunities for European SMEs
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Module 2: Create a Win-Win Partnership with Chinese Investors

- China's 'national champions', private and state-owned companies, their different management styles and decision-making processes
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Module 3: Develop Strategic Options to Link Up with China's Global Value Chain Extending to Europe

- Different options to seize business opportunities along the supply chain
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Module 4: Enhance Capacities and Skills for Effective and Efficient Communication

- The 'Chinese way' of business negotiation and communication
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WHY ATTEND?

- Gain up-to-date insights of the changing environment in China that drives OFDI and makes Europe an attractive place for Chinese investors
 - Get practical advice on how to serve Chinese outbound investment and seize opportunities along the global value chain
 - Learn how to overcome potential challenges when working with Chinese investors
 - Receive useful tips on dealing and communicating with your potential Chinese investors
 - Share your experience with our expert and peers on the spot
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An Initiative Implemented
with the Financial Support
of the European Union

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

