



FINANCING YOUR CHINA VENTURE

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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For European SMEs and start-ups looking for investment in their China business, it is important to understand the key factors of successful fund raising in the country and what will make the difference when presenting your company to potential investors. This one-day workshop is designed for European SME executives who plan to take on board Chinese investors to extend their financial basis or finance their growth in China.

WHY ATTEND?

- Gain up-to-date insights of the investment environment in China with its different types of investors and how SMEs and start-ups can approach them
 - Get practical advice on attracting Chinese investors locally and how to overcome potential challenges
 - Receive useful tips on dealing and communicating with your potential investors
 - Share your experience with our investment expert and peers on the spot
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OUTLINE

Module 1: Understand China's Investment Context to Seize Business Opportunities

- Recent developments in China and the impact on European SMEs and start-ups
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Module 2: Negotiate with Chinese Investors for the Right Investment

- Case study and step-by-step guide on preparation
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Module 3: Develop a Strategy before Approaching Investors

- Key assets of your company and protection measures
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Module 4: Enhance Your Cross-Cultural Communication Skills

- The 'Chinese way' of business negotiation and communication
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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

