

## Tackling a Changing China

### Event details

Type: Training workshop  
Language: German/English

### Event Description

Understand the macro-economic view on doing business in China today and how this can affect your business. Learn what is shifting in the economy and where new opportunities lie.

Get the big picture and find out what are the drivers of change in China's economy and regulatory environment, and see how the government's plans pave the way for practical business between Europe and China.

Join our workshop to get up-to-date with the Chinese market, consumer trends and future business opportunities.

This half-day workshop will focus on:

- Opportunities and challenges for EU SMEs
- Chinese government initiatives such as Free Trade Zones, One Belt One Road and Made in China 2025
- Policies and legislation under the 13<sup>th</sup> Five Year Plan

### Tentative Agenda

08:30 09:00	–	Registration
09:00 09:30	–	<b>A Changing China</b> <ul style="list-style-type: none"> <li>• The New Normal</li> <li>• Drivers of Change</li> <li>• Policies and Legislation</li> <li>• Key Topics and Themes</li> </ul>
09:30 10:30	–	<b>Opportunities and Challenges</b> <ul style="list-style-type: none"> <li>• Industry Sector and Outbound Trends – Made in China 2025/Industry 4.0, E-Commerce, Free Trade Zones</li> <li>• Connectivity in China – Tier 2 and 3 Cities</li> <li>• Business Confidence and Common Challenges</li> </ul>
10:30 11:00	–	Coffee Break
11:00 12:00	–	<b>Tackling a Changing China</b> <ul style="list-style-type: none"> <li>• Perspectives and Strategies</li> <li>• Checklist</li> <li>• Business Support Tools</li> </ul>



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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.

Our team of experts provides advice and support in four areas – business development, law, standards and conformity and human resources. Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners - the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit website [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn)



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EUROCHAMBRES



European Chamber  
of Commerce  
in China