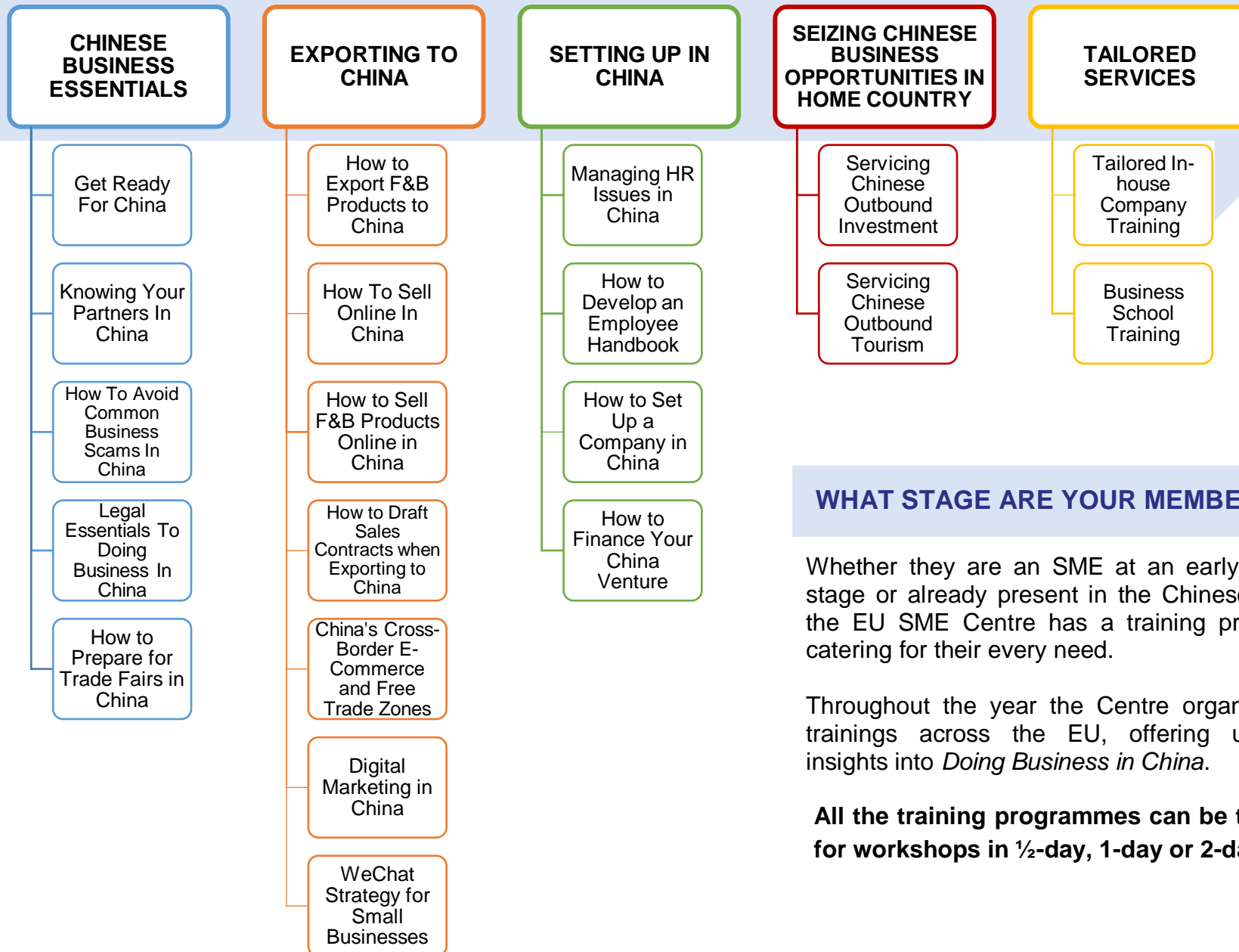




Training Programme Catalogue

Updated in September 2016

EU SME Centre Training Programme Overview



WHAT STAGE ARE YOUR MEMBERS AT?

Whether they are an SME at an early planning stage or already present in the Chinese market, the EU SME Centre has a training programme catering for their every need.

Throughout the year the Centre organises 60+ trainings across the EU, offering up-to-date insights into *Doing Business in China*.

All the training programmes can be tailored for workshops in ½-day, 1-day or 2-days.

CHINA BUSINESS ESSENTIALS

GET READY FOR CHINA

Looking at market opportunities for SMEs across various industry sectors and in second and third tier cities. Find out what are the main challenges when doing business in China and what aspects to consider when approaching the market.

Have You Read?

[Starter Kit: Is China on Your Radar?](#)

KNOWING YOUR PARTNERS IN CHINA

Practical steps on how to conduct preliminary due diligence on potential business partners in China. From verifying a company's administrative and legal standing to checklists for visits to the partner's premises, it covers all areas basic due diligence is concerned with.

Have You Read?

[Starter Kit: Knowing Your Partners in China](#)

HOW TO AVOID COMMON BUSINESS SCAMS IN CHINA

Learn how to avoid the most common scams and minimise your business risk when engaging with China. Get tips on how best to protect against scams and what legal tools and information are available to spare your business painful surprises from contracting the wrong business partner. Find out how to identify irregularities in your business partner's behaviour and how to deal with them.

LEGAL ESSENTIALS TO DOING BUSINESS IN CHINA

Drafting Contracts, Company Verification, Visa Rules and Set Up Procedure: All you need to know to get properly started with your business in China. Learn how to minimise business risks, save tax costs, streamline internal HR rules and carry out proper reporting to avoid penalties for non-compliance. Understand the key steps, costs and timeframes for setting up in China, and what entry mode is best for you.

Have You Read?

- [Drafting Sales Contracts When Exporting to China \(Price: 50 EUR\)](#)
- [Understanding China's Turnover Tax System \(Price: 80 EUR\)](#)
- [Preparing an Employee Handbook in China \(Price: 50 EUR\)](#)
- [Understanding Company Administrative and Reporting Rules in China \(Price: 80 EUR\)](#)

HOW TO PREPARE FOR TRADE FAIRS IN CHINA

Learn what practical steps you can take before, during and after a trade fair in China, starting from which fair should you choose, how to fully prepare your visit, tips for business negotiation and how to protect your intellectual property.

Have You Read?

[Guide to Trade Fairs in China](#)

EXPORTING TO CHINA

HOW TO EXPORT FOOD & BEVERAGE PRODUCTS TO CHINA

Easily navigate through China's import regulations using our first-hand best practices and practical tips and apply them to your business.

Get an accurate overview of China's current F&B market, know the latest trends in consumer tastes and spending. Understand clearly the legislation governing this sector and how to stay compliant whilst ensuring your exports go smoothly. This training takes you through all the necessary steps from producer to customer including how to be export ready, how to meet labelling and food safety requirements, how to clear customs, how to develop distribution channels, how to work out pricing levels, and what to watch out for pre and post transactions.

Have You Read?

- [The Food and Beverage Market in China](#)
- [Exporting Dairy Products to China \(Price: 100 EUR\)](#)
- [Exporting Meat Products to China \(Price: 30 EUR\)](#)

HOW TO SELL ONLINE IN CHINA

Explore the opportunities of selling online in one of the largest and fastest growing e-commerce markets in the world. Learn about market access requirements, intellectual property protection, product compliance, logistics and customs. Understand which payment options work best for your business, what are the consumer preferences for your product, how to optimise your digital marketing and get the step-by-step guide to setting up a shop online in China.

HOW TO SELL FOOD & BEVERAGE PRODUCTS ONLINE IN

Discover existing channels and new ways of selling your F&B products to Chinese consumers through emerging e-commerce platforms.

Learn the best practices and how to do it yourself. Get to grips with the major e-commerce platforms specialising in F&B products in the market, who are the main players and what are the trends in online shoppers' behaviour. Understand how to set your prices to maintain a competitive advantage, whilst looking at payment options and getting insights into government regulations and logistics. Develop your own e-commerce strategy to begin your online business right away.

HOW TO DRAFT SALES CONTRACTS WHEN EXPORTING TO CHINA

Learn how to manage contract terms to reduce risk when exporting to, or selling in China. Go through in detail the key provisions of a salescontract, understand all about

liability and dispute settlement. Be able to check whether your Chinese buyer really exists, understand how to properly execute a contract in China and which clauses you should include. Find out what to do if things go wrong along the way.

Have You Read?

[Drafting Sales Contracts When Exporting to China \(Price: 50 EUR\)](#)

CHINA'S CROSS-BORDER E-COMMERCE AND FREE TRADE ZONES

Learn which products are allowed to be sold cross-border in China, how to find an online platform to sell them, all the pros that facilitate your sales in China with a faster market entrance, and also where lie the difficulties, from the obvious, to the more subtle, including price formation at the shelves, consumer behaviour, collecting payments, or taxation. You can start selling your products from EU into China via cross-border e-commerce in a time frame shorter than you think.

DIGITAL MARKETING IN CHINA

Understand the digital marketing landscape in China, who the key players are and how user habits are developing. Get insights into why going beyond SEO is a must in China, how to utilise social media such as Weibo and WeChat to reach more target consumers, and what tools are available at what cost for online advertising in China.

WECHAT STRATEGY FOR SMALL BUSINESSES

Stay ahead of the game in the era of WeChat. Learn how to use WeChat to connect with targeted customers, converting them into clients.

Tap into the 700 million WeChat users and understand what they like and dislike about your products and services. Understand how WeChat can improve your stakeholder communications and build a community to keep professional readers more engaged. Follow how to use WeChat as an export tool, how to generate demand for your brand, and how long it takes to set all this up.

SETTING UP IN CHINA

MANAGING HR ISSUES IN CHINA - LABOUR LAW & RECRUITMENT BEST PRACTICES

Learn the requirements for employment of foreign and Chinese staff in China and how to deal with day-to-day labour issues, on-boarding, visa regulations and disputes. Understand the key provisions in China's labour law and how to incorporate these into your HR management structure. Go through types of contracts, mandatory clauses, flexible terms, codes of conduct, and governing laws to ensure you remain compliant whilst protecting your company's interests.

HOW TO DEVELOP AN EMPLOYEE HANDBOOK

Work with one of our HR and legal experts to develop your own staff handbook - an essential tool to ensure that your HR rules are clear and to help manage your local team in China. Learn the essential elements and clauses that make up a standard staff handbook and tailor your own version in line with China's labour law and social insurance system.

Have You Read?

[Preparing an Employee Handbook in China \(Price: 50 EUR\)](#)

HOW TO SET UP A COMPANY IN CHINA (AVAILABLE FROM 2017)

Learn about China's set up environment and make an informed decision about establishing a legal entity in the country. Explore different business models and types of companies, find out which one works best for you and go through the steps from set-up to exit focussing on the administrative and reporting obligations along the way to ensure that you are compliant in the market. Gain an overview of the relevant taxes for your business and plan how much it will cost to set-up in China.

HOW TO FINANCE YOUR CHINA VENTURE

Focussing on EU SMEs and start-ups looking for investment to begin or expand their business in China. Tell you the key factors for successful fund raising and what will make the difference when presenting your company to potential investors. Learn how to negotiate with Chinese investors for the right investment model, and develop a strategy to approach investors that takes into account your company's key assets.

SEIZING CHINESE BUSINESS OPPORTUNITIES IN YOUR HOME COUNTRY

SERVICING CHINESE OUTBOUND INVESTMENT

Understand the management styles and decision-making processes of different types of Chinese investors and how to establish successful business relationships with them. Gain up-to-date insights of the changing environment in China that drives OFDI and makes Europe an attractive place for investors. Get practical advice on how to serve outbound investment and seize opportunities along the global value chain. Learn how to overcome potential challenges when working with Chinese investors.

SERVICING CHINESE OUTBOUND TOURISM

Find out what is driving the huge wave of outbound tourism from China to Europe and gain insights on the behaviour of Chinese tourists abroad. Learn the best ways to tap into this sector and provide products and services to Chinese travellers. Get the opportunity to discuss your own business case and go through specific issues with our expert on the ground.

Have You Read?

[Tourism Market in China \(2015 Update\)](#)

TAILORED SERVICES

TAILORED IN-HOUSE COMPANY TRAINING

Working with your export manager, sales team and upper management to develop an in-depth training package catered to your company's needs for set-up or expansion of your business in China.

BUSINESS SCHOOL TRAINING

Get a broad understanding of doing business in China to be able to develop a practical market entry strategy and to discuss future business plans. Addressing a group of students and alumni our expert will take them through the practical aspects of approaching the market, requirements for setting-up, how to finance operations, how to choose the right business partners and how to manage talent in China.

FEES

½-DAY TRAINING: Starting from EUR 2,000*

The fee is applied once to your organisation and includes the experts' costs as well as travel and accommodation costs. After the presentation of 2.5 hours, the EU SME Centre expert will be available for individual company consultations for another 1.5 hours.

1-DAY TRAINING: Starting from EUR 3,500*

The fee is applied once to your organisation and includes the experts' costs as well as travel and accommodation costs. The EU SME Centre furthermore provides a starter kit to each participant, which includes following publications:

- Is China on Your Radar?
- Ways to Enter Chinese Market
- Exporting Goods, Services and Technology to the Chinese Market
- Knowing Your Partners in China

In order to ensure an interactive full-day training, the number of participants is limited to 20 people.

2-DAYS TRAINING: Starting from EUR 5,000*

The fee is applied once to your organisation and includes the experts' costs as well as travel and accommodation costs. The EU SME Centre furthermore provides a starter kit to each participant, which includes following publications:

- Is China on Your Radar?
- Ways to Enter Chinese Market
- Exporting Goods, Services and Technology to the Chinese Market
- Knowing Your Partners in China

In order to ensure an interactive full day training, the number of participants is limited to 20 people.

*Fees will vary according to expert area covered

ABOUT THE EXPERTS

The EU SME Centre collaborates with China experts worldwide in different industry fields, providing platforms and resources to convert their valuable knowledge and experience into practical business training programmes beneficial for European small businesses. Read below the bios of the Centre's core in-house experts.



Chris Cheung

Director, EU SME Centre

China expertise: market research, market entry strategy, business management

Chris has been identifying market opportunities and providing market access advice to companies entering the Chinese market for the past ten years. As EU SME Centre Director, Chris leads an international team of experts in providing practical, up-to-date business advice in a wide range of industries including ICT, renewable energy and food and beverages. He holds a Master's degree in Chinese and Business from the University of Leeds.



Ludmila Hyklova

Legal Advisor, EU SME Centre

China expertise: foreign investment law in China, company law, corporate governance and labour law, setting up in China

Ludmila has been involved in legal consulting on international investment and cooperation for more than 17 years. She is now in charge of providing legal advice to EU SMEs looking to establish themselves in the Chinese market. Prior to joining the Centre, Ludmila worked at a large European financial group and managed its legal and compliance department in China. She has also worked as legal counsel for a number of multinational corporations and government institutions across Europe and in China.



Rafael Jimenez

Business Development Advisor, EU SME Centre

China expertise: market entry strategy, start-ups, SME business planning, streamlining costs, new business channels and local partners

With more than six years' hands-on experience in managing businesses in China, Rafael offers advice for European SMEs in developing practical market entry strategies in the country. Following a career at a senior level within the F&B and ICT industry, he arrived in China in 2009 as Director of a Spanish F&B company involved in the restaurant and trade business. He helped the company set up a Wholly Foreign Owned Enterprise (WFOE) in China, ran operations for three years and led a team of more than 100 employees. More recently he was Shanghai Office Director at a Management Consultancy Firm.



Martina Gerst

Market Access Advisor, EU SME Centre

China expertise: supply chain management, organisational development, IPR protection

Dr Martina Gerst provides advice for European SMEs on market access issues across ten different sectors. She is a contributor to a number of inter-governmental projects between the EU and China that span a range of areas such technology, IP, or new energy vehicles. These projects draw on Martina's professional experience in Europe, the US and China over two decades. During this time Martina held various senior positions for leading international companies and SMEs. Martina holds a PhD and an LLM in Innovation, Technology, and Law from the University of Edinburgh in the UK.



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:

T: +86 10 85275300

E: training@eusmecentre.org.cn

W: www.eusmecentre.org.cn

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

