

# UNDERSTANDING CHINA TRAINING PROGRAMME

21-22 OCTOBER 2021

## ABOUT UNDERSTANDING CHINA

The Understanding China training Programme is a project which aims to increase the understanding of China for European businesses, especially small and medium ones. As a tribute to this project, the EU SME Centre has since 2011 organised a 2-day annual conference under the same name to inform European stakeholders about the most recent developments and trends in China.

After a forced hiatus in 2020, the Understanding China Training Programme returns this year as a virtual conference, bringing together policy makers, business support organisations, SMEs and academics from all around Europe with the objective of increasing the knowledge and understanding of the China market today.

For this year's edition, the programme will be divided into two-half day conferences, comprising ten formal sessions covering issues such as the impact of COVID-19 on mobility, the new consumption and behavioral trends in China post-pandemic, and the EU SMES business confidence in China.

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# Agenda

**We are very happy to present to you the agenda for this year's Understanding China Training Programme 2021!**

*Please note that the time is shown in Central European Summer Time*

## DAY 1: WHAT HAS HAPPENED AND WHERE WE STAND TODAY

- 09:00 - 09:20** **Opening remarks**  
- Igor Kalinic, Head of Sector - Competitiveness and Internationalisation, European Innovation Council and SMEs Executive Agency (EISMEA)  
- Ben Butters, CEO, EUROCHAMBRES  
- Renzo Isler, Director, EU SME Centre
- 09:20 - 10:10** **China Policy Environment and EU SMEs Business Confidence in China**  
- Ester Cañada Amela, Advocacy Manager, EU SME Centre
- 10:10 - 11:00** **The impact of Covid-19 on the mobility of personnel between China & Europe**  
- Rosanna Terminio, Managing Partner, AsecorpChina Business Consulting
- 11:00 - 11:50** **Organising B2B and virtual trade missions to China - Key learnings**  
- Petra Van Bouwelen, International Business Development Manager, Voka Mechelen-Kempen  
- Ilaria Perla, Export Adviser at Enterprise Estonia
- 11:50 - 12:30** **Sharing the road - Tips to direct and protect your SMEs before entering China**  
- Alessio Petino, Knowledge Coordinator, EU SME Centre  
- Jim Stoopman, China IP SME Helpdesk

## DAY 2: WHAT IS GOING TO HAPPEN? A GLIMPSE INTO TOMORROW

- 09:20 - 10:10** **China Economic Outlook 2022 and latest macroeconomic trends**  
- Renzo Isler, Director, EU SME Centre
- 09:20 - 10:10** **The Future of EU-China Economic Relations**  
- (Speaker: TBC)
- 10:10 - 11:00** **New consumption and behavioural trends created in China by the COVID-19**  
- Gabor Holch, Founder, Campanile Management Consulting
- 11:00 - 11:40** **Managing your supply chain in China – Lessons learned from the pandemic**  
- Pierre Gargatte, Client Services Manager
- 11:40 - 12:20** **Digitalisation of European SMEs: Solutions Provided to Industry-shaping Trends in China**  
- Liam Jia, Operations Manager, EU SME Centre

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## Speakers

### DAY 1: WHAT HAS HAPPENED & WHERE WE STAND TODAY

09:20 - 10:10 | China Policy Environment & EU  
SMEs Business Confidence in China



**Ms. Ester Cañada Amela, Advocacy and Working Group Manager, EU SME Centre**  
China Knowledge: Government affairs, EU-China relations, SME policies, Standards  
Ester Cañada Amela manages the Advocacy Platform at the EU SME Centre, an EU-funded project implemented by the European Chamber and four other partners. As a part of this work, she manages the Chamber's Standards and Conformity Assessment Working Group, coordinates relations with European institutional stakeholders, and monitors and analyses relevant EU policies.

10:10 - 11:00 | The impact of Covid-19 on the  
mobility of personnel between China & Europe



**Ms. Rosanna Termino, Managing Partner, AsecorpChina Business Consulting Co. Ltd**  
Graduated in Economics and Master in Asian Studies, Rosanna Termino is a consultant, contributor and lecturer specializing in innovation and strategy for the organization, as well as human resources strategist. Together with two Chinese partners, she is Managing Partner of AsecorpChina Business Consulting since 2011, a consulting firm providing strategy consulting and operative solution for European companies operating with and in China.

11:00 - 11:50 | Organising B2B and virtual trade  
missions to China Key learnings



**Ms. Petra Van Bouwelen, International Business Development Manager, Voka Mechelen-Kempen**  
Graduated in Communication management & Languages, Petra works as an International Business Development Manager for the Chamber of Commerce & Industry in Mechelen-Kempen (province of Antwerp). She immersed herself in China since 2010 and graduated with great distinction the second edition of 'Understanding China'. She was member of the jury in 2012 and participated in the course ever since. With notions of Mandarin she has organized trade missions to several first- and second-tier cities in China.

### DAY 2: WHAT IS GOING TO HAPPEN? A GLIMPSE INTO TOMORROW – THREATS & OPPORTUNITIES

09:00 - 09:40 | China Economic Outlook 2022 &  
Latest Macroeconomic trends



**Mr. Renzo Isler, Director, EU SME Centre**  
Since October 2020 Mr. Renzo Isler is the Director of the EU SME Centre in Beijing. For eleven years as CEO of Generali China Life (中意人寿), one of the top foreign insurers in China, Renzo has worked for the Generali Group for 44 years with long-term assignments in three continents, gaining wide knowledge and understanding of the world of insurance and finance. With economics background developed in Italy and USA, he held different management positions and has been sitting on numerous Boards of Insurance and Financial Companies in USA and Europe.

09:40 - 10:20 | The Future of EU-China Economic  
Relations

#### Teaser:

The EU and China, as the world's second and third largest economies, share a responsibility in promoting common interests at global level. Since the establishment of the diplomatic relations back in 1975, both countries have committed to create a better climate to facilitate and develop trade and investment between both parties.

The EU's new strategy on China adopted back in 2016 included a trade agenda with a strong focus on improving market access opportunities and negotiations on a Comprehensive Agreement on Investment. But where do we stand now and where does the consequences of the COVID-19 pandemic lead us to?

10:20 - 11:00 | China's Walled Garden: Opening,  
Closing & the Resulting Business Opportunities



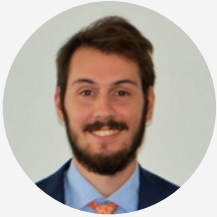
**Mr. Gabor Holch, Founder, Campanile Management Consulting**  
Gabor Holch is an intercultural leadership consultant, coach, author and speaker who has served 100+ clients in 30+ countries. An expat since age 4, China-based since 2002 and working globally, Gabor is a Certified Management Consultant (CMC) in English and Mandarin, certified consultant at the management academies of half a dozen global corporations and licensed in major assessment tools including DISC, the Predictive Index, NeuroColor and MBTI.



**Ms. Ilaria Perla, Export Adviser at Enterprise Estonia**

Ilaria has been working and living in China since 2015. In her role of trade advisor at Enterprise Estonia, Ilaria guides Estonian companies through the complexities of the Chinese market and updates them on its continually evolving opportunities and regulations. Before Enterprise Estonia, she worked in EU projects, establishing and facilitating trade dialogue between EU and Chinese businesses, utilising cultural awareness and sound business strategies. Ilaria is the National Representative of Estonia on the Supervisory Board of the European Union Chamber of Commerce in China.

**11:50 - 12:30 | Sharing the road - Tips to Direct & Protect Your Network of SMEs Before Entering China**



**Mr. Jim Stoopman, IP Advisor, China IP SME Helpdesk**

Jim is currently a project manager for the China IP SME Helpdesk and has been responsible for EU based operations since 2017. In that capacity he works closely with clusters, chambers of commerce and other business support organizations. Prior to joining the China IP SME Helpdesk, he worked as a Programme Coordinator at the European Institute for Asian Studies (EIAS) in Brussels, and as a trainee in the Asia Pacific Department of the European External Action Service.



**Mr. Alessio Petino, Knowledge Coordinator, EU SME Centre**

Alessio is the Knowledge Coordinator of the EU SME Centre in Beijing, where he coordinates technical assistance, as well as reports and training activities for European SMEs. Previously, Alessio worked on various EU-funded projects in China, including as key expert and non-key expert, covering areas such as China's research & innovation policy; Chinese government R&I incentives, grants and subsidies; the EU-China R&I co-funding mechanism; and market access for European labs and tech companies.

**11:00 - 11:40 | Managing Your Supply Chain in China – Lessons Learned from COVID-19**



**Mr. Pierre Gargatte, Client Services Manager, Fiducia Management Consultants**

Based in Hong Kong, Pierre is responsible for developing and managing relationships with Fiducia's international clients, supporting them with practical, custom-made solutions to realise their full potential in Greater China. Pierre built up his experience in the European industrial sector, handling the strategic development of SME's in markets such as Germany, Spain or Portugal. Since he moved to Asia in 2012, Pierre has specialised in supporting European international companies with their business expansion in the Asia Pacific region.

**11:40 - 12:20 | Digitalisation of European SMEs: Solutions Provided to Industry-shaping Trends**



**Mr. Liam Jia, Operations Manager, EU SME Centre**

China Knowledge: Market entry strategy, Chinese investment vehicles, e-commerce, Food & Beverage distribution, the Water Sector in China and Marketing strategies for SMEs. Versatile professional with the past 6 years advising European businesses on market access and business strategies to China. Solid working experience in project and operations management in the EU context. Experienced speaker and author of publications on a range of topics. Great team player, generating positive influence on teammates.

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