

Belgian SMEs Benefited from Centre's First Training Workshop on Food & Beverage Export

TAGS

Food & Beverages

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The EU SME Centre's first interactive training workshop on exporting food & beverage products to China was successfully organised with the Belgian-Chinese Economic and Commercial Council (BCECC) on May 6th in Brussels.

18 Belgian SMEs took part in the full-day training workshop that combined theories, practical case studies and interactive exercises.

Designed to provide step-by-step practical guidance for SMEs, the workshop consists of four modules:

- Module 1: Doing Business in China, overview of the market, Chinese consumers, the F&B sector
- Module 2: How to prepare for exporting, legislation, registration, standards
- Module 3: Meeting the requirements, labelling, food additives, customs clearance
- Module 4: Distribution
- Module 5: Due Diligence, payment options, foreign exchange control, dispute settlement

The training was provided by EU SME Centre senior expert Jon Echanove, who has been advising European SMEs in accessing China's food and beverage market for over 10 years.

To learn more about the Centre's training programme on exporting food & beverage products to China, [click here](#).

If you have any related questions, do not hesitate to [contact our Advice Centre](#).