

On June 6<sup>th</sup>, the [China-Italy Chamber of Commerce](#), in cooperation with the [EU SME Centre](#) and [Assolombarda Servizi](#), organizes the Roadshow **How to Best Sell Food & Beverage Products to China** in Milan. The Roadshow will be also held in [Bologna](#) and [Cagliari](#), respectively on June 5<sup>th</sup> and June 8<sup>th</sup>.

### Introduction

Easily navigate through China's import regulations using our first-hand best practices and practical tips and apply them to your business. Assolombarda Servizi, the China-Italy Chamber of Commerce and the EU SME Centre invite you to join our training workshop to get an accurate overview of China's current F&B market, know the latest trends in consumer tastes and spending.

It will help you 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.

### Tentative Agenda

08:30 – 09:00 Registration

09:00 – 10:40 F&B Seminar first part: China F&B market overview and technical barriers to enter the Chinese market

10:40 – 11:00 Coffee Break

11:00 – 13:00 F&B Seminar second part: commercial approach into China and e-commerce overview

13:00 – 13:30 Q&A

Participants will enjoy a 20% discount on EU SME Centre publications. More information available [here](#).

### About the Expert

Pablo Recio Gracia, EU SME Centre Expert

Pablo has extensive experience in supporting European small businesses in the Chinese market, particularly in the food and drink sector.

He is a specialist in market access for food and beverages to China, and assists companies in setting up in China, finding business partners, understanding technical barriers, developing market entry strategies and positioning products in the market.

Pablo is Managing Director of Eibens and has been living in China since 2005. He previously worked for public agencies including ICEX (Spanish Institute for Foreign Trade) and Extenda (Trade Promotion Agency of Andalusia) as well as private companies.

### Registration and Payment Information

Ticket price: Euro 100.

Please find [here](#) payment information

### Venue:

Sala Falck, Sede Assolombarda. Via Chiaravalle 8, Milano.

### Language:

English with Italian translation

Any question about the event please contact: [davide.inclimona@assolombarda.it](mailto:davide.inclimona@assolombarda.it)

Any question about the agenda please contact: [bj.partnerships@cameraitacina.com](mailto:bj.partnerships@cameraitacina.com)