

Understanding China Training Programme

March 15-16, 2018



About Understanding China:

Understanding China was a project of the European Commission, implemented by EUROCHAMBRES and provided a platform for business and policy dialogue on EU-China relations. As one of the largest and most challenging economies in the world, China represents a huge economic potential, but also poses a number of difficulties for EU businesses - especially SMEs - trying to enter the market. Through debates, community contributions and the latest research Understanding China provided an open forum for discussion. At the same time, a targeted and specialised academic training programme was offered for employees of business representative organisations. Due to the strong alumni network of Understanding China, EU SME Centre and EUROCHAMBRES are organising the two-days training updates on a regular basis, inviting European business support organisations to get the latest facts on China economy, helping them to serve their members better.

This year edition is supported by:



March 15th, Day One – Engaging in China

8:30 – 09:00	Registration, Welcome Coffee & Networking
09:00 – 09:20	Opening Remarks Jean-Marie Avezou, DG for Internal Market Industry, Entrepreneurship and SMEs, European Commission Dirk Vantghem, Director, EUROCHAMBRES Chris Cheung, Director, EU SME Centre
09:20 – 10:20	Top Trends in 2018 Chris Cheung, Director EU SME Centre
10:20 – 10:40	<i>Coffee Break</i>
10:40 – 12:00	China's New Venture Internationalisation Shameen Prashantham, Professor, International business and Strategy, CEIBS <ul style="list-style-type: none">• Factors That Have Supported the Rise of Entrepreneurship in China• Factors That Enable Successful New Venture Internationalization• The Benefits and Challenges of Partnering with Large Multinationals
12:15 – 13:30	<i>Lunch & Networking</i>
13:30 – 14:30	IPR Issues when Engaging with China Valentin de la Court, China IPR Helpdesk
14:30 – 14:50	<i>Coffee Break</i>
14:50 – 15:50	Servicing Chinese Outbound Tourism Eric Philippart, Deputy Head of Unit, Tourism, Emerging and Creative Industries, European Commission Dr. Minjuan Deng-Westphal, Senior Researcher, COTRI
15:50 – 16:50	ENRICH - Opportunities in Research and Innovation Sara Medina, Member of the Board, SPI; Coordinator of ENRICH in China Robert Sanders, Head of International Projects, European Business Network
17:15 – 19:00	<i>Networking with Snacks and Drinks</i>

March 16th, Day Two, Digital China

09:00 – 09:30	Registration and Networking
	Opening Remarks
09:30 – 10:00	China's Key Policies 2018 Mission of China to the European Union, Speaker TBC
10:00 – 11:00	Digital China: Opportunities for EU SMEs Rafael Jimenez, Business Development Advisor, EU SME Centre
11:00 – 12:00	Opportunities Along the Belt and Road Xia Wenhuan, Executive Secretary, Beijing B&R International Co-Incubaton (ICI) <ul style="list-style-type: none">• Why international co-incubation, for European SMEs and startups• Case study and best practice in China and along the Belt and Road• ICI: the government role of international co-incubation – a way for EU SMEs to access the opportunities
12:00 – 13:00	<i>Lunch Break</i>
13:00 – 14:00	Made in China 2025 and its Implication in the Technology Sector Marco Gasparroni, CEO, Exprivia China; Vice Chairman, China-Italy Chamber of Commerce
14:00 – 15:30	Digital Marketing Essentials in China Bjoern Hembre, Managing Director, Branditat <ul style="list-style-type: none">• Understanding the Chinese Digital Customers and the Digital Landscape in China• How to Adapt Your Business to the Chinese Digital Context?• How to Use the Power of New Data?
15:30 – 15:45	<i>Coffee Break</i>
15:45 – 17:10	Build, Operate and Profit from a Cross-Border WeChat Shop in China Felim Meade, Founder, Emerald Green Consulting
17:10 – 17:30	Group Discussion, Feedbacks, Key Takeaways and Suggestions for Future Training
17:30 – 18:00	Wrap Up, end of programme

Speaker's Profile



Mr. Chris Cheung, Director, EU SME Centre

Chris is responsible for providing relevant, timely and effective advice to European Union SMEs on identifying, developing and realising export and investment opportunities in China.

He 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.



Dr. Shameen Prashantham, Associate Professor of International Business & Strategy at CEIBS

He previously taught for over a decade at other institutions including Nottingham University Business School China and Glasgow University Business School. Prior to this, he undertook doctoral and post-doctoral research at the University of Strathclyde in Glasgow, Scotland.

His research focuses on new venture internationalization, and in particular on how internationalizing new ventures and large multinationals interface with each other, a phenomenon he refers to as "dancing with gorillas". He has conducted case-study based research on these topics in a range of settings in both emerging and advanced economies that include Bangalore, Cambridge, Scotland, Silicon Valley, and Zhongguancun.



Valentin de le Court, China IP Desk, Dakdewolf

Valentin has more than twelve years of experience in the intellectual property field, including four years of practice in China. His area of expertise covers contentious and non-contentious IP matters relating to patents and trademarks, trade secrets protection and management, with a strong focus on China related IP strategies and technology transfer.

Over the past years Valentin has assisted European MNCs and SMEs active in a wide range of sectors (semiconductors, automotive, mobile gaming, oil & gas, digital communication, F&B, fashion, medical device and design) with their China related IP issues. Today he co-heads the IP/IT team and leads the China IP Desk at DALDEWOLF, a full service Belgian business law firm.



Dr. Minjuan Deng-Westphal, Senior Researcher, COTRI

More than 10 years of working experience in the Chinese outbound travel industry.

Minjuan has an outstanding track record working with leading tourism organisations, both in public and private sectors and across a wide range of tourism-related industries; for instance, hotels, tourist attractions, tour operators, marketing representation and advisory on a global level.



Sara Medina, Member of the Board, SPI; Coordinator of ENRICH in China

As Member of the Board of SPI – www.spieurope.eu, an international consulting Group with offices located in Europe (Portugal and Spain), North America (USA) and Asia (Beijing, Macao and Singapore) and SPI Venture, Dr. Medina contributes to the overall management of SPI and is responsible for managing SPI's activities and services in China since 2004 as well as in the Southeast Asian market.

Dr. Medina has coordinated projects for public and private sector clients in Europe and around the world, including projects for international organizations in innovation management, technology transfer, R&D, internationalization, sector studies, establishment of partnerships and policy development. She also manages projects funded by the European Commission, the World Bank and Inter-American Development Bank. Dr. Medina is also an invited member of the Access to Risk Finance Advisory Group appointed by the European Commission, DG Research and Innovation. In addition, Dr. Medina is an expert evaluator for Horizon 2020's SME Instrument.



Robert Sanders, Head of International Projects, European Business Network

Robert has spent over 15 years working in international business development roles in the food and retail sector.

He set up his own consultancy business in 2001 and now supports the EBN Project Team, building consortia with EBN Members and other international project management specialists in all areas of innovation and entrepreneurship who think smart!



Rafael Jimenez, Business Development Advisor, EU SME Centre

With more than six years' hands-on experience in managing business in China, Rafael offers advice for European SMEs in developing practical market entry strategies in the country. Following a career at 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.



Xia Wenhuan, Executive Secretary, Beijing B&R International Co-Incubation (ICI)

ICI is a government-sponsored project, with the mission of connecting the incubation service providers together and facilitating their partnerships. ICI is dedicated to creating "an Incubator in Incubator or a Science park in Science Park" business model between China and B&R markets. Xia Wenhuan is managing some international co-incubation projects between China and Russia, Israel, Estonia, Czech, Poland and Southeast Asia.

Xia Wenhuan acts as a Managing Director of International technology commercialization division of CCPIT-CIECI. Xia manages international innovation zones throughout China. Xia Wenhuan works with local governments to facilitate international technologies and startups to China market.



Bjørn Hembre, Managing Director of Branditat.

Bjørn founded Branditat to support brands navigating the cultural context. He has been a strategic design consultant with deep understanding of the user, the cultural and the business perspective of projects for over 11 years. With his background as an industrial designer, seeing things through the eyes of the user is a first priority. Bjørn has served as Experience Designer for Audi City - a new digital car showroom format, supported premium automotive brands in their brand adaptation for China and further helped developed the digital sales process for various small and big companies in China and abroad.



Felim Meade, Founder, Emerald Green Consulting

After 3 years researching and selling on Chinese online platforms via Emerald Green Baby, he has set up Emerald Green consulting with his business partner, Brian Goff. Along with Brian, he offers practical experience and ongoing sales knowledge to other "China ready" companies within the EU. They are continuing to grow and expand their online presence. This continued evolution and growth can be passed on to client companies to assist them grow in the Chinese market.