

UNDERSTANDING CHINA

The Third Edition: Tackling a Changing China

**Training Programme for Intermediaries
Provided by the EU SME Centre**

19 – 20 May, 2016 | Amsterdam, Netherlands

Organised by



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The third edition of Understanding China will reveal the emerging trends in this changing economy and discuss impacts on businesses from your country.

The two-day workshops will cover a wide range of topics from macroeconomic policies, business regulations, management tips to consumers' interests, including:

- China's 13th Five-Year Plan
- China's Supply Side Reform and Impact on SMEs Operating in the Country
- Using Free Trade Zones to Sell Online in China
- Chinese Outbound Tourism Market
- Using WeChat for Business
- How to Organise a Successful Trade Mission to China
- Setting Up in China: Updates on New Investment Law and Free Trade Zones
- Managing HR Issues in China
- Intellectual Property Protection in China
- How to Work with Chinese Officials



The morning sessions consist of seminars and interactive group exercises for you to exchange ideas and experience with experts and peers.

The afternoon sessions will be set up in workshop format, in which you will have opportunities to take part in a number of condensed programmes adapted from the Centre's full-day training courses.

Join the event to have China expertise added to your profile and your organisation's services.

Take this chance to refresh your professional network and establish new business and government connections from both China and Europe.



Administration

Understanding China is a training programme developed for intermediary organisations in Europe such as government agencies, industry associations, chamber of commerce, trade promotion agencies or clusters.

Registration Fee

EUR 800/per person

- ❖ The registration fee covers the two day training programme, training materials, two lunches and one cocktail networking.

Sign Up

Please fill out the [Registration Form here](#).

Or send an email to Alexander.Alles@eusmecentre.org.cn

Contact

If you have any questions regarding the training, please contact Alexander Alles:

Email: Alexander.Alles@eusmecentre.org.cn

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Day One | 19 May
Morning Session

08:30-09:00	Registration Welcome Coffee & Networking
09:00-09:15	Opening Remarks <i>EUROCHAMBRES Director of Operation, Mr Dirk Vantighem</i> <i>EU SME Centre Director, Chris Cheung</i>
09:15-10:15	Tackling a Changing China Top Trends in 2016 <i>EU SME Centre Director, Chris Cheung</i> <ul style="list-style-type: none"> • Insights to China's 13th Five-Year Plan: New Growth Drivers and Opportunities in Emerging Industries • China's Supply Side Reform and Impact on SMEs Operating in China • Using Free Trade Zones to Sell Online in China • Chinese Outbound Tourism Market
10:15-11:00	Using WeChat for Business: All-in-One from Online Payment to Customer Service <i>EU SME Centre Business Development Advisor, Rafael Jimenez</i> <ul style="list-style-type: none"> • China's New Leading Digital Marketing Platform: Features and Basic Setup • Popular Ways of Using WeChat for Business: WeChat Lucky Money for Marketing, Online Payment, WeChat Store for Merchants and Brands, Customer Service, Internal Communications, Fundraising • Case Studies
11:00-11:15	Coffee Break
11:15-12:15	How to Work with Officials in China <i>Professor Dr. Jing Men</i> <ul style="list-style-type: none"> • Updates on anti-corruption campaigns • Ways to develop effective government relationship • Top DOs & DONTs
12:15-13:00	Interactive Session – Morning Takeaways
13:00-14:00	Lunch

Day One | 19 May
Afternoon Session

14:00-15:30	Setting Up in China: Updates on New Investment Law and Free Trade Zones <i>EU SME Centre Legal Advisor, Ludmila Hyklova</i> <ul style="list-style-type: none">• Different business modes in China: WOFE, JV or Representative Office• Steps to establish a legal entity• Capital structure and financial plan• Relevant taxes for your business
15:30-15:45	Coffee Break
15:45-17:15	How to Start Online Business in China: Updates on Cross-Border E-commerce Pilot Zones <i>EU SME Centre Expert, Dimitry van Toorn</i> <ul style="list-style-type: none">• Market Access Requirements – Intellectual Property Protection• Product Compliance, Logistics and Customs• Payment Options and Consumer Preferences• Digital Marketing in China
17:15-19:00	Networking with Snacks and Drinks

Day Two | 20 May
Morning Session

09:00-10:00	Managing HR Issues in China: Power of Staff Handbook <i>EU SME Centre Legal Advisor, Ludmila Hyklova</i> <ul style="list-style-type: none">• The role of a staff handbook and how to make it binding and enforceable• Provisions to include in your handbook• Ways to prevent common labour disputes including termination and claims for bonuses• Best practice examples for staff recruitment and selection
10:00-11:00	Group Exercise: Using Real Case Studies of Setting Up in China
11:00-11:15	Coffee Break
11:15-12:00	What Works, What Doesn't: Real Life China Business Stories from European SMEs <ul style="list-style-type: none">• Presentations from European SMEs that have business experiences in or with China• Sharing primary challenges in Chinese market, ways to tackle them, business models, what have worked and what have not
12:00-13:00	Lunch

Day Two | 20 May
Afternoon Session

13:00-14:30	Tips for Partnering with Chinese Companies: Contracts, IPR and Managing Late Payments <i>China IPR SME Helpdesk Expert, Jurjen Groot</i> <ul style="list-style-type: none">• Drafting and checking contracts• Protecting your IPR in the process of negotiation and cooperation• Ways to manage late payments
14:30-15:30	How to Organise a Successful Trade Mission to China: Before, During and After <i>EU SME Centre Business Development Advisor, Rafael Jimenez</i> <ul style="list-style-type: none">• Clarifying Objectives• Understanding the Demands of Your Companies• Identifying Chinese Cities and Partners• Developing the Programme• Recruiting Companies• Logistics
15:30-15:45	Coffee Break
15:45-17:15	Panel Discussion Feedbacks, Key Takeaways and Suggestions for Future Training
17:15-17:30	Wrap Up End of Training

ABOUT THE EXPERTS



Chris Cheung
Director, EU SME Centre

Chris is responsible for providing relevant, timely and effective advice to EU 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.

He holds a Master's degree in Chinese and Business from the University of Leeds.



Ludmila Hyklova
Legal Advisor, EU SME Centre

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.

After working as legal counsel for a number of multinational corporations and for the government sector in Europe, Ludmila spent most of her professional life in China working for a large EU financial group and now for the EU SME Centre. She focuses on foreign investment law, company law, corporate governance and labour law.



Prof Dr. Jing Men
EU SME Centre Expert

Professor Dr. Jing Men is the Baillet Latour Chair of European Union-China Relations and the Director of EU-China Research Centre in the Department of the EU International Relations and Diplomacy Studies, College of Europe. She obtained a PhD in Political Science at the Vrije Universiteit Brussel. Her research and teaching focuses on EU-China relations and Chinese foreign policy. She is the founder of the electronic journal the EU-China Observer, launched at the beginning of 2009, which publishes research articles and policy analysis on EU-China relations.

She publishes widely on EU-China relations and Chinese foreign policy in books and journals. Together with other professors, she founded the EU-China Collaborative Research Network (CRN) under the University Association of Contemporary European Studies (UACES), which is a widely extended network for people who share the common interests on the research of EU-China relations.



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.



Dimitry van Toorn
EU SME Centre Expert

Dimitry van Toorn is an accomplished global executive officer with an entrepreneurial spirit. Along with an Executive MBA from Montreal International School of Management, he brings over two decades of Asia Pacific work experience lifting the performance of Intertek's £2.2bn testing, inspection and certification business in the Asia Pacific region. Dimitry started the enterCHINA initiative at Van Toorn and Associates Limited, a Hong Kong incorporated corporate management and consultancy agency.

enterCHINA are a series of Exclusive Events in China and overseas focusing on international retailers, brands and related stakeholders with an interest to enter the Chinese market via the online & offline business model. In the same time Dimitry supports the EU SME Centre in China and Europe with providing practical workshops for European SME's to understand the



Jurjen Groot
China IPR SME Helpdesk Expert

Jurjen Groot advises European clients on corporate, commercial and intellectual property matters related to their business in China. He spent over three years working in Shanghai and currently he works for CMS in The Netherlands.

Jurjen's recent IP related work includes advising a Dutch market leader in optical fiber on licensing and IP protection matters, assisting a world known Dutch innovative storm umbrella company on its IP protection and anti-counterfeiting strategy in China, and advising a winner of the Shell Livewire Young Business Award on protection of its IP in China. Jurjen regularly publishes articles and was invited as a speaker and panelist on several occasions. On 2 January 2011, Jurjen participated as a China expert in Dutch national TV discussion program "Buitenhof", commenting on legal matters in China, including IP protection. He speaks Dutch, English, German, French and Chinese.



An Initiative Implemented
with the Financial Support
of the European Union

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. We provide support in four areas – business development, law, standards and conformity and human resources.

Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners - the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit website www.eusmecentre.org.cn

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