



Training Programmes



Table of Contents

Get Ready for China	2
How to set up a Company in China	3
How to Export to China	4
How to Find Right Business Partners in China	5
E-Commerce in China	6
Understanding Essential Accounting Issues in China	7
Foreign Investment Financing in China	8
Digital Marketing Essentials.....	9
Chinese Outward Foreign Direct Investments in the EU	10
EU SME Centre Trainer Profiles	11
Other EU SME Centre Trainings.....	15
Tailored Training Services.....	16
Training Fees	17

Get Ready for China

In order to maximize your opportunities to achieve a successful business in China, join this workshop to grasp essential business knowledge about the Chinese business market, different sectors, and entry models. This workshop is designed for those who wish to understand the Chinese market and to set up a potential business in the country.

Module 1: Understanding Chinese Market

- Overview of the Chinese market
- Market challenges and opportunities
- Market entry strategy

Module 2: Understanding Chinese Consumers

- Overview of consumers from the first and second tier cities
- How willing they are to spend
- Latest market trends and what they are buying

Module 3: Understanding Chinese Policy & Economic Environment

- Political environment
- Latest main policies (*e.g.* Made in China 2025; One Belt One Road)
- Main policy indications for EU SMEs

Our EU SME Centre Trainers

Chris Cheung, Director, EU SME Centre

Rafael Jimenez, Business Development Advisor, EU SME Centre

Pablo Recio Gracia, Managing Director, EIBENS

How to set up a Company in China

Setting up a company in China requires extensive preparation. Join this workshop to find out whether establishing a company in China is the right decision for your business, and to learn different legal entities and their business scopes in China. This workshop is designed for EU SMEs who wish to grasp the key knowledge on how to establish a company in China.

Module 1: Establishing a Business Presence in China

- Overview of different types of business identities

Module 2: Representative Offices

- Business scope and approval process
- Taxation

Module 3: Foreign-invested Partnerships (FIP)

- Business scope and approval process
- FIP capital contribution and profits distribution

Module 4: Wholly foreign-owned Enterprises (WFOE)

- Business scope and registration procedures
- Taxation

Module 5: Joint Ventures (JV)

- Equity JV and approval process
- Cooperative JV and capital contribution

Our EU SME Centre Trainers

Chris Cheung, Director, EU SME Centre

Rafael Jimenez, Business Development Advisor, EU SME Centre

Pablo Recio Gracia, Managing Director, EIBENS

How to Export to China

Exporting to China requires extensive preparation. Join this workshop to understand how to export directly and indirectly, the consideration of licensing and franchising. This workshop is designed for EU SME executives and business managers responsible for this process.

Module 1: Direct Export

- Processes and players involved in direct export
- Advantages and disadvantages of direct export

Module 2: Indirect Export

- Rules of agents: Advantages and disadvantages of having an agent
- Your distributors
- Best practice: case study

Module 3: Licensing

- Different ways to export your technology
- IPR coverage
- Documentation required for patent licensing
- General provisions for trademark licensing

Module 4: Franchising

- Franchising requirements
- Franchise agreement
- Tips for new-to-china franchisers

Our EU SME Centre Trainers

Rafael Jimenez, Business Development Advisor, EU SME Centre

Pablo Recio Gracia, Managing Director, EIBENS

Chris Cheung, Director, EU SME Centre

How to Find Right Business Partners in China

Conducting proper due diligence is one of the essential steps that EU SMEs need to take before engaging in business with partners in China. Join this workshop to learn how to avoid business scams and identify a more reliable partner for business in the Chinese market, how to perform basic due diligence yourself, where to get help, as well as practical advice from legal, financial and operational perspectives. This workshop is designed for EU SMEs who wish to carry out business in China.

Module1: Importance of Finding the Right Business Partners in China

- Why carry out due diligence

Module 2: Verifying a Company's Administrative and Legal Standing

- Business licence
- Company stamp
- Permits and licences
- Premises and land

Module 3: Verifying Your Partners' Financial Status

- Company capital and liability
- Financial statements and audit reports

Module 4: Verifying a Company's Operational Status

- Visiting partner's premises
- Verifying company's organisational structure

Module 5: Best practice

Our EU SME Centre Trainers

Rogier van Bijnen, Attorney, De Brauw Law Office

Dr. Florian Kessler, Head, Wülfing Zeuner Rechel Law Firm

Helen Ju, Legal Advisor, EU SME Centre

E-Commerce in China

By 2020, the total number of Chinese internet users is expected to reach 80% of its total population; 70% of them will shop online. China's 'new normal' recognizes that domestic consumption will play a larger role in the economy. Meanwhile, Chinese consumers, driven by the fast growing middle class, crave more goods from the EU. Small EU businesses should be particularly aware of the rapid growth of e-commerce platforms in China which has diversified the entry modes to the country, providing them with more channels to sell to the market. Join this workshop to learn the latest market updates on E-commerce and outbound E-commerce market in china, as well as mastering Wechat application for cross-border business. This workshop is designed for any brands or merchants with an E-commerce or digital projects on the Chinese market, entrepreneurs and E-commerce practitioners.

Module 1: Overview of the E-commerce Business in China

- Consumer groups and behaviour
- Spending patterns

Module 2: Market Places and Platforms

- Market places and specialists
- Cross-border platforms and market places
- WeChat store

Module 3: Outbound E-commerce

- The haitao phenomenon
- Cross-border payment solutions

Module 4: Clients' Payment Options

- Card payment options
- Digital payment solutions
- Cross-border conversions

Module 5: WeChat

- WeChat Statistics
- WeChat features and functions
- Shopping within WeChat
- Future developments

Our EU SME Centre Trainers

Dimitry van Toorn, Founder at VAN TOORN & ASSOCIATES Limited

Rafael Jimenez, Business Development Advisor, EU SME Centre

Cyril Drouin, Chief, E-Commerce Officer, SAATCHI & SAATCHI

Understanding Essential Accounting Issues in China

In order to run a smooth and successful business, it is crucial for company to keep up with the latest accounting regulations and accounting procedures, and most importantly to be aware of common accounting challenges that your business might have experienced in practice. This understanding essential accounting issues workshop is designed particularly for business managers, accountants and any professionals in this sector to enhance practical accounting knowledge in order to carry out a successful operation in China.

Module 1: General Accounting Overview in China

- Accounting Standards
- Reporting procedures
- Software requirements

Module 2: Essential Accounting Common Issues in Practice

- Cash-based accounting
- Multiple sets of accounts
- Pre-operating expenses

Our EU SME Centre Trainers

Thomas Granjard, Accounting Manager, Mazars

Joan Wu, Senior Manager, Mazars

Francois Bernard, Our EU SME Centre Trainers & Consultant, Financial & Risk Advisory, Executive Director, FJA & Partners

Foreign Investment Financing in China

Financing a business in China is challenging for EU SMEs, due to China's foreign exchange control mechanism as well as unstable regulatory environment. For European SMEs who are looking for investments in the country, it is important to understand its latest domestic policies on foreign investment financing and potential impacts on EU SMEs in order to further map out suitable funding channels. This foreign investment financing workshop is designed for EU SMEs who are looking for extending their business foundations in China.

Module 1: SME Financing in China

- Key funding types: which one to choose
- Registered capital
- Challenges to SME bank loans and solutions

Module 2: China's Banking System

- Policy banks
- Commercial banks
- SME definitions

Module 3: Foreign Exchange Control in China

- Foreign exchange control mechanism
- RMB settlement in cross-border trade
- Non-residential account

Module 4: Private Equity

- Angel investment
- Venture capital
- Growth capital

Our EU SME Centre Trainers

Warren Law, Co-Founder and Managing Director of China OperVestors Inc

Haiyan Zhang, Associate professor of Asia/China Business Strategy and Management, NEOMA Business School

Ronan Diot, Corporate Lawyer, Gide

Digital Marketing Essentials

Digital Marketing is a term for doing marketing using digital technologies. If there is a country full of enthusiasm in implementing this data-driven marketing with all types of new touch points, it is China. From scanning a QR code in order to purchase a product in a live streaming session of a key-opinion leader to raising money for charity via e-payments, the fast adoption pace of technology by Chinese consumers makes digital marketing and its techniques a 'must-know' for EU SMEs wanting to sell their products and/or services in China. Join this workshop to grasp a comprehensive guideline on how to find a digital market in China, major social media platforms and budget advice. This digital marketing essentials workshop is designed for EU SMEs who want to identify the latest digital market trends and to enhance business through this blooming industry in China.

Module 1: Understanding the Chinese Customers and the Online Marketplace

- The heterogeneous market
- Chinese culture and business mind-set

Module 2: Digital Landscape in China

- Social medial and messaging: Wechat
- Microblogging: Weibo
- Video: Youku, Tudou, iQiyi, Tencent

Module 3: Guidelines on Different Phases of Purchasing Process

- Exposure phase
- Evaluation

Module 4: How to Adapt Your Business to the Chinese Context?

- Business and legal
- Chinese market and its user

Module 5: How to Use the Power of New Data?

- What is new data?
- New data for campaign tracking and optimization
- New data for customer and market insights

Module 6: Cost Estimation for a Digital Marketing Campaign in China

- Category, culture and consumer research
- Social media screening
- Brand design adaption

Our EU SME Centre Trainers

Bjorn Hembre, General Manager and Founder, Branditat

Rafael Jimenez, Business Development Advisor, EU SME Centre

Chinese Outward Foreign Direct Investments in the EU

Outbound Foreign Direct Investment (OFDI) from Chinese multinational enterprises has been growing rapidly in Europe. Spurred on by policies such as ‘One Belt One Road’, Chinese companies will increasingly be encouraged to venture outside the mainland to export and invest abroad. European businesses should grab the opportunities to service these new Chinese investors and, more importantly, to build the relationships with them on which long-term, successful business can be sustained. This Chinese outward foreign direct investment in the EU workshop is designed for your company to learn the latest OFDI trends, regulations and business opportunities.

Module 1: Chinese OFDI

- Overview
- Recent policy development

Module 2: Understanding China’s Global Value Chains in the EU

- Knowledge creation
- Operation and manufacturing
- Distribution and support services

Module 3: Specific Characteristics of Chinese Global Value Chains in the EU

- Types of Chinese investors
- Location patterns
- Entry form and partnership

Module 4: Linkage between EU SMEs and Chinese Global Value Chains

- Opportunities and challenges for EU SMES
- Recommendations

Our EU SME Centre Trainers

Haiyan Zhang, Associate professor of Asia/China Business Strategy and Management, NEOMA Business School

Warren Law, Co-Founder and Managing Director of China OperVestors Inc

Chris Cheung, Director, EU SME Centre

EU SME Centre Trainer Profiles

Bjorn Hembre, General Manager and Founder, Branditat

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

Chris Cheung, Director, EU SME Centre

As an expert in market research, market entry strategy, and business management, Chris has been identifying market opportunities and providing market access advice to European companies entering the Chinese market for the past ten years. As the Director at the EU SME Centre, 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.

Cyril Drouin, Chief, E-Commerce Officer, SAATCHI & SAATCHI

Cyril has more than 10 years' e-commerce and Digital experience in China. Local and international companies came to rely on the e-commerce and digital marketing expertise, Cyril used to create their successes in either optimizing or creating their digital & e-commerce presence in China. So far, over 100 retailers, brands, manufacturers, and small business have benefited from his expertise on the entire lifecycle of an e-commerce project. Cyril is a regular well-respected speaker and trainer at various digital and e-commerce conferences. He hosts high-level training sessions about the Chinese e-commerce ecosystem in China and around the world. Cyril is teaching e-commerce and Digital Marketing to executive MBA students as well.

Dimitry van Toorn, Founder at VAN TOORN & ASSOCIATES Limited

Dimitry brings over two decades Asia Pacific work experience inspiring a wide range of companies and non-profit organisations to adopt best practices in leadership competences development through the designing of training programs, strategic consulting and coaching. Dimitry is highly knowledgeable about e-commerce as part of the global economy. He advises SMEs in accessing Chinese and European markets, particularly in the areas of e-commerce and outbound shopping. In addition, Dimitry lectures Digital Transformations, Entrepreneurship & Innovation at selected Business Schools.

Dr. Florian Kessler, WZR's Legal

Dr. Florian manages WZR's China Desk. He provides legal advice to German companies on matters involving Chinese law. Dr. Kessler worked at the Deutsch-Chinesisches Institut für Rechtswissenschaft in Göttingen and Nanjing and as a lawyer in Berlin. Between 2006 and 2013, he was responsible for services of German companies entering the Chinese market as a deputy delegate for German businesses at the Chamber of Foreign Commerce (AHK) in Beijing. This has given him a very profound understanding of how legal aspects are interwoven with the

practical management processes of a company in China. Clients frequently appreciate his detailed knowledge about regional peculiarities in the practical implementation of Chinese law.

Francois Bernard, Trainer & Consultant, Financial & Risk Advisory, Executive Director, FJA & Partners

François has more than 35 year experience in providing audit services and due diligence assistance to multinationals of different industries including manufacturing companies. François started to work in China in January 1995 when his firm RSM Salustro Reydel established a Representative office. In 2000, RSM Salustro Reydel entered into a joint venture with a Chinese CPA firm. In 2005 his firm joined KPMG France and François was seconded to KPMG China as Partner until end of 2008. In February 2009, Francois launched FJA & Partners. Initially, the company did focus on financial and risk management services. In 2010, based on corporations request for training, FJA & Partners started a new business line dedicated to training in Finance and related matters. François was appointed in April 2015 by the Executive Office of RSM International member of the RSM Global team in China to advise, exchange and develop mutual understanding and business opportunities with the Chinese representative, largest Chinese CPA firm, of RSM Global in China.

Haiyan Zhang, Associate professor of Asia/China Business Strategy and Management, NEOMA Business School

Professor Zhang has consulted for several trade associations, government institutions and multinational companies in Europe and China on various topics, such as US direct investment in Belgium, strategic management of bilateral cooperation with Chinese local authorities, mergers and acquisitions in China. His has published in journals such as Management International Review and has contributed to about twenty books. He is co-author of a book about European Direct Investment in China, published by Routledge in 2002.

Joan Wu, Senior Manager, Mazars

Joan has a total of 15 years of experience in Accounting. She has been with Mazars for more than five years and is a manager in the Mazars Guangzhou Outsourcing Department. Before joining Mazars, she worked at Arthur Andersen for seven years. The clients she serves are mainly foreign-invested manufacturing, services and trading companies, as well as representative offices. She has studied in France and has a Masters in Administrative and Economy Management, and she obtained the Chinese "qualified accountant" certificate.

Pablo Gracia, Managing Director, Eibens

Pablo has lived and worked in China since 2005. During this time he has developed a strong knowledge of the Chinese market, in particular relating to food and beverage import and distribution processes and trade barriers, from both a legal and commercial standpoint; and attracting Chinese investment into specific projects or regions. Currently, he is the managing director of Eibens, company established in China in 2005. It has two offices in Madrid and Beijing. It is focused on the Food and Beverage sector, working with EU SMEs, International trade promotions agencies and public companies. Services include all steps from training, to market intelligence, market entry or commercial follow up. As secondary sectors Eibens also work in cosmetics sector and ecommerce. He is a frequent speaker in business seminars in Europe and China. In the last few years, he has cooperated with organizations such as the European Union Chamber of Commerce in China, LIAA, FINPRO or Bord Bia.

Rafael Jimenez, Business Development Advisor, EU SME Centre

Rafael has excellent experience in helping EU SMEs to develop their Chinese market entry strategies, business planning, distribution, streamlining costs, sales strategies, new business channels and identifying local partners. He is specialized in strategizing F&B and E-commerce business solutions for EU SMEs. Rafael was invited to give training workshops and seminars in China and cross Europe on the above-mentioned areas by a great number of reputable business agencies, delegations, embassies and business schools, including European Union Chamber of Commerce, Consulate General Luxembourg, Cheung Kong Graduate School of Business, and University of International Business and Economics.

Rogier van Bijnen, Director, P&R China Lawyers

After obtaining his law degrees at Tilburg University (LL.M. in 2001 and Ph.D. in 2005), Rogier joined Bain & Company as a strategy consultant. In 2006, he started as a lawyer with top-tier firm De Brauw Blackstone Westbroek (Amsterdam and London offices), and in 2009 Rogier moved to China to set up De Brauw's Beijing office. In January 2012, he joined Magic Circle firm Linklaters where he worked as managing associate in Beijing. Rogier is a Director with R&P since 2014. Rogier mainly assists European and U.S. clients with their activities in China and often represents them in negotiations with Chinese business partners. He advises multinationals on a wide range of cross-border transactions, and helps clients navigate the Chinese regulatory landscape and manage cultural differences. Rogier specializes in foreign direct investment (M&A, JVs and greenfield), commercial contracts, regulatory & compliance, restructuring and employment law.

Ronan Diot, Corporate Lawyer, Gide

Ronan is a qualified lawyer in France (Paris) and Spain (Barcelona) and a counsel in Gide's Beijing office. His practice focuses on assisting foreign companies in conducting business in China, and Chinese companies in conducting business abroad, with emphasis on cross-border M&A, establishment of joint ventures, and greenfield investments. His practice also focuses on the regulatory aspects of doing business in China, including employment law, competition law, the PRC State and commercial secrets regime, and data privacy. He is experienced in establishing companies in highly regulated industries, such as the financial, energy, telecommunications, aerospace, and defense sectors. Ronan also advises on anti-corruption matters in which he drafts and updates compliance policies, trains compliance officers, conducts internal investigations, performs intermediaries and distributors due diligence and advises on white-collar crime issues.

Thomas Granjard, Senior Manager, Mazars

Thomas is focused on providing business advisory and outsourcing solutions to owner managed businesses and international organizations operating in China. Thomas is managing the Accounting & Outsourcing Solutions practice in Beijing, strong of 30 specialists. Having lived in China for 12 years Thomas has gained a deep knowledge of practices in the PRC. He holds regular seminars on accounting and taxation in China at foreign chambers of commerce.

Warren Law, Co-Founder and Managing Director of COV Capital

Warren Law is specialized in financial advisory and surrogate management for, as well as co-investments in, growing companies in the Tech-Media-Telecom plus Education sectors in Greater

China, SE Asia and Silicon Valley. Projects successfully exited through IPO include Acorn International, ChinaCache Technology and LanYun Technology; projects awaiting IPO include ChinaTunes and Noble Institute of Arts and Culture. M&A advisory include 3721.com sold to Yahoo!, DST Tech sold to Polycom, and Azalea Technology sold to Aruba Networks.

Other EU SME Centre Trainings

Export

How to Sell Food and Beverage Products Online in China

Dairy Exports to China - Market, Regulations and Opportunities for EU SMEs

Alcoholic Drinks Market in China: Features, Highlights and Business Opportunities

Exporting Dairy Products to China: New Food Safety Law and Cross-border E-commerce Policies

How to Export Meat Products to China?

How to Start Exporting Wines to China

Technology Transfer

WalktheChat: Enabling SMEs to Sell Directly to China via WeChat

Selling Software and Providing IT Services to China: Regulations and Practice

Introducing Blockchain Technology and Its Application in Business

Investment and Operations

Healthcare and Medical Device Sectors in China

General Aviation Sector in China: Status, Challenges, Outlook and Useful Contacts

How to Successfully Import Cosmetics onto the Chinese Market?

Tailored Training Services

We can also tailor our training to your needs.

Tailored In-house Company Training

Working with your export manager, sales team and upper management to develop an in-depth training package catered to your company's needs for set-up or expansion of your business in China.

Business School Training

Get a broad understanding of doing business in China to be able to develop a practical market entry strategy and to discuss future business plans. Addressing a group of students and alumni our expert will take them through the practical aspects of approaching the market, requirements for setting-up, how to finance operations, how to choose the right business partners and how to manage talent in China.

Training Fees

The training fee listed below is charged once to your organisations, including our experts' costs, travel and accommodation expenses. Apart from the trainings, the EU SME Centre also provides other services, including guidelines, reports, case studies and business solutions.

- **½-DAY TRAINING: Starting from EUR 3,500**
- **1 DAY TRAINING: Starting from EUR 6,000**
- **2 DAYS TRAINING: Starting from EUR 10,000**

ABOUT EU SME CENTRE TRAINING WORKSHOPS

The EU SME Centre's training workshops provide you practical insights and step-by-step approaches on how to do business in China, delivered by our industry experts.

During the workshops, you will have a well-balanced course combined with theories and practical examples. You will also have the chance to participate in interactive exercises with our experts to enhance your understanding on subject matters.

CONTACT

To learn more about our workshops at the EU SME Centre, please contact:

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