



Implementing Partners



China-Britain
Business Council
英中贸易协会



CCI FRANCE CHINE
中国法国工商会



BENCHAM
BENELUX CHAMBER
OF COMMERCE
IN CHINA



EUROCHAMBRES



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



European Chamber
中国欧盟商会

How to Prepare for Trade Fairs in China

Thessaloniki, 30 June 2016

An Initiative Implemented with the
Financial Support of the European Union.





The Chinese Market is changing and offers new opportunities

- Growth of middle class, online consumers and regional cities
- Strategic industries gain increasing government support and investment
- New national initiatives launched such as One Belt One Road



Yet, critical challenges remain for European SMEs

- Chinese economic slowdown
- HR related issues
- Regulatory and market access barriers



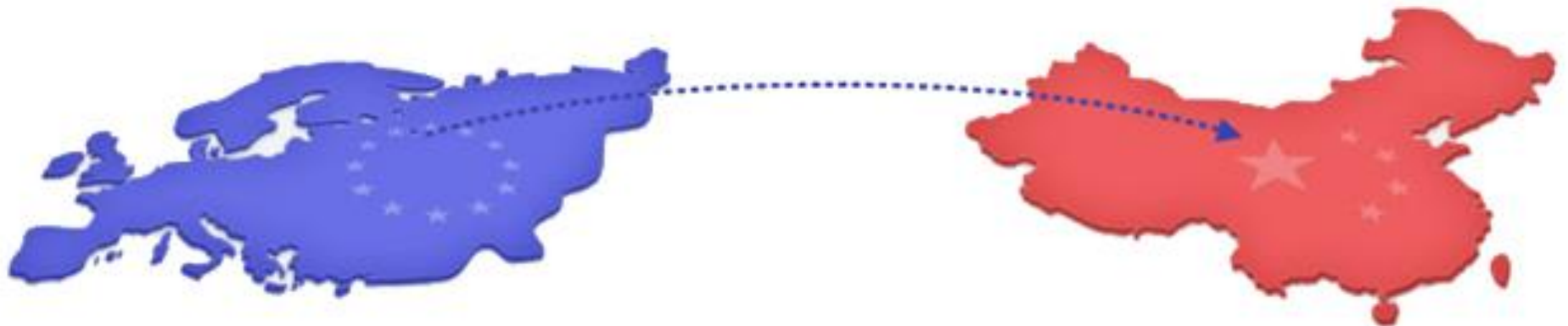
You need to do homework and get prepared

Things to consider before starting your China business:

- Timing
- Partners
- Business models
- Risk management

Get Ready for China

Whether your company exports to, invests or plans to set up in China, contact us to get up-to-date market information, professional and practical business advice and more...



About the EU SME Centre

- A project funded by the European Union in 2010 to help European small and medium-sized enterprises (SMEs) get ready to do business in China
- Implemented by 6 chambers of commerce
- Partnered with over 270 government agencies and business support organisations in Europe and China
- Has a network of over 170 China experts worldwide
- An official member of European Enterprise Network (EEN)
- Local office in Beijing
- In-house experts - Market Access, Business Development, Legal and HR



Depth of Expertise



Chris Cheung
Director

Market research, market entry strategy, business strategy and management, training, internationalisation of SMEs



Ludmila Hyklova
Legal Advisor

Foreign investment law in China, company law, corporate governance and labour law, setting up in China



Martina Gerst
Market Access Advisor

Supply chain management, organisational development, IPR protection, automotive sector, e-commerce, compliance



Rafael Jimenez
Business Development
Advisor

Market entry strategy, start-ups, SME business planning, streamlining costs, new business channels and local partners

Contact the experts at www.eusmecentre.org.cn/expert

Our Clients Said

“Chinese legislation and regulations are often not very clear and the Centre was a great help in assuring me of what is allowed and what not. They conducted a real legal investigation for me; I myself could never have done that because I lack the knowledge and resources.”

— Maia Orgogozo, Founder & CEO, Oh My Gourmet

“The EU SME Centre gives SMEs a sense of security. It is great to be able to enquire in one place about diverse questions of interest for an SME in China.”

— Noel Farrell, CEO, Healthy Imports Ltd

“The Centre also offers benefits that I personally find really helpful - for instance a consultation with an experienced specialist in both the legal and business field.”

— Zofia Guranova, Sales Manager, Dreamboat

Our Services



Knowledge centre



Advice Centre



Training Centre



SME Advocacy Platform



Hot-desking & Meeting Rooms



Knowledge Centre

Over 100 comprehensive **market reports, guidelines** and **case studies** are available to download from our website.

Starter Kit

Four essential booklets and an online quiz to get you prepared for your first step into the Chinese market.

Market Reports

Insights into key industry sectors with a focus on Food & Beverages, ICT, Green Technology, E-commerce and Healthcare.

Visit www.eusmecentre.org.cn/knowledge-centre





Food & Beverages

Exporting Meat Products to China

Guidelines



Other

Due Diligence for Joint Ventures, Mergers and Acquisitions in China

Guidelines



Textiles and apparel

Introduction to Chinese Textile & Apparel Standards

Guidelines



Food & Beverages

Food Additives in China

Guidelines



Other

China Logistics and Distribution Guide

Guidelines



Healthcare

Medical Devices Registration

Guidelines



Knowledge
Centre

Technical Guidelines

Step-by-step procedures to help you navigate China's legal, regulatory and standards and conformity assessment practices.

Infographics

An interactive and compact tool showing you how to bring goods and products into China.

Visit www.eusmecentre.org.cn/knowledge-centre



Legal Services

A&Z Law Firm

Chinese, English, Spanish, Other

Beijing / Dalian / Shanghai / ... (2 more)

GIM RESEARCH

北京新业视点咨询

Consulting

GIM Research

Chinese, English, French, Other

Beijing



**Knowledge
Centre**



Accounting, Auditing and Tax Services

Vistra

Chinese, Dutch, English, French, ...

Beijing / Brussels / Dublin / ... (0 more)



Legal Services

Llinks Law Offices

Chinese, English, French, Other

Beijing / Hongkong / Shanghai



Project Management

Consulting

**SIP PROJECT MANAGEMENT
COMPANY**

Chinese, English, German, Italian, ...

Beijing / Shanghai



Accounting, Auditing and Tax Services

altios international

Chinese, English, French

Shanghai

Service Provider Database

Over 200 professional service providers who can help you grow your business.

Visit www.eusmecentre.org.cn/service-providers



Exhibitions Database

Find trade fairs to help you get started in the market.

Visit www.eusmecentre.org.cn/calendar



Law Database

Essential Chinese laws and regulations presented in jargon-free English, ranging from foreign investment to cross border trade, foreign exchange, tax, labour and visa policy.

Visit www.eusmecentre.org.cn/law-database



**Advice
Centre**

Developing a business in China raises many questions.

We are here to help you save time, money and provide reassurance that you have the right information to support your business decisions.

Visit www.eusmecentre.org.cn/expert



Advice
Centre

First-line advice to get you prepared for entering the Chinese market.

Frequently-asked questions from European SMEs include:

- Is there a market in China for our product?
- How to find a distributor ?
- What issues should I look out for before signing a contract?
- How do I avoid business scams?
- What are the procedures to import my products to China?
- How can I recruit staff?

Send your enquiry here:

www.eusmecentre.org.cn/expert



Advice
Centre

Affordable **technical solutions** adapted to your specific business case in key areas of business development, legal and market access include:

- Market research
- Market entry strategy covering regulation requirements
- Distributor and agent search
- Partner verification

Send your enquiry here:

www.eusmecentre.org.cn/expert

Top Questions from SMEs

Over 3000 enquiries and consultations so far

Business Development

35%

- Looking for Chinese partners (26%)
- Market information (18%)
- Different ways to sell products (14%)

Legal

35%

- Due diligence (25%)
- Ways to enter the market (22%)
- Business model feasibility (14%)

Standards & Conformity

25%

- Customs clearance (19%)
- Wine standard (14%)
- Textile standard (12%)

Human Resources

5%

- Salary (40%)
- Termination (18%)
- Recruitment (12%)



Training Centre

Plugging the knowledge and skills gaps of SMEs entering the China market, we offer our training programmes both face-to-face and online through our webinar platform.

Visit:

www.eusmecentre.org.cn/article/training-centre-overview



**Training
Centre**

China Business Essentials

- Getting Ready for China
- Knowing Your Partners in China

Comprehensive Training Workshops

- How to Export Food & Beverage Products to China
- How to Sell Your Food & Beverage Products Online in China
- How to Set Up a Company in China
- How to Start an Online Business in China
- Servicing Chinese Outbound Investments
- Financing Your China Venture

Online Training

Visit:

www.eusmecentre.org.cn/article/training-centre-overview



SME Advocacy Platform

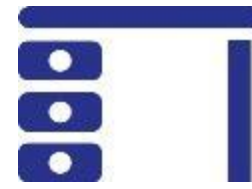
Providing a coherent, consistent and consolidated voice for European small businesses.

Forums for SMEs to discuss policy and concerns in the market.

Interaction with government officials

Visit: www.eusmecentre.org.cn/article/sme-advocacy-platform





Hot-desking & Meeting Rooms

Ready-to-go workspace available
for you in central Beijing.

Visit: www.eusmecentre.org.cn/hot-desking



**GET READY
FOR CHINA**



Get Started

1. Sign Up

www.eusmecentre.org.cn/user/register

2. Activate Your Account

Click the activation email to log in

3. Explore

Download our latest market report, get in touch with our experts or register for an event near you

Have a question?

info@eusmecentre.org.cn

Attending Trade Fairs in China

1. Choosing the right trade fair
2. Before the fair
3. During the fair
4. After the fair

Should you join a China trade fair?

Reward

- Potential gateway to a huge market
- Improve visibility and brand awareness
- Meet new customers and business partners
- Collect market intelligence and see competitors in action
- Gain valuable China experience and knowledge without fully committing to market entry

Risk

- Major investment of money and time
- Without adequate research may chose the wrong fair with the wrong audience
- Exposure can lead to IPR related risks and loss of market access opportunities
- It may not be possible or advisable for your company to enter the Chinese market

Before selecting an exhibition

Find out if your product can be exported to China

Is there a market for your product in China?

Consider trademark and IPR protection

Ponder the different ways to access Chinese market

Learn existing sales channels in China for your product

Choose which of cities to target
100 >1million
rule

Consider hiring a matchmaking service, B2B encounters

**SELECT
EXHIBITION**



Guide to Trade Fairs in China



www.chinaexhibition.com

ChinaExhibition.com 中國會展網

AWE APPLIANCES SHOW

China Expos & Trade Shows	China Trade Show Calendar	Trade Shows by Industry	Trade Shows by Organizer	China Trade Shows by City
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in t f + MECHATRONICS 2016

Wuhan
World Toner Conference 2016. 2016/04/07 - 2016/04/08. ICDMM 2015 - 2nd Annual 2015 Int'l Conference on Design, Manufacturing and **Mechatronics**.
www.chinaexhibition.com/trade_events/list-0-0-13-Wuhan.html

China Trade Shows, Expos and Events in January, 2020-China ...
... in January, 2020-China Trade Shows Calendar 2016 2017 2018|中国会展网. ... 2nd Annual 2015 Int'l Conference on Design, **Manufacturing and Mechatronics**.
www.chinaexhibition.com/.../2020-1-1-china_trade_shows.html

Selecting an exhibition



EUSME Pavilion – BEIJING
Food & Beverage

Prepare for the fair

Decide on objectives
and strategy

Get all applications in
early and don't forget
visas etc for staff

Choose your team
wisely and conduct
training in advance

Ensure you have
Chinese language
staff, materials and
business cards

Consider booth
location, booth
design, representation
of products, sufficient
materials/samples

Inform your existing
and prospective
customers via direct
mail, newsletter,
website notification

Large number of visitors to the stand – serious or not?

Use an enquiry form to capture query and business card

Security can be a problem, do not leave booth or items unattended

Expect the unexpected eg an invitation to a signing ceremony – participate if possible

Use the opportunity to check out competitors and network. There may be opportunities with other exhibitors

Reserve time to socialise with customers and partners

During the fair: **Warnings**

Keep all name cards. They are needed to verify later if the identity of person or company is legitimate

Ignore at all times weird requests, specially if they are too good to be true. They are not true

Don't trust if someone asks for an unreasonable amount of samples. Be sceptical on *immediate* or *urgent* large deals

Don't trust if someone asks for money in order to arrange a visit to a government officer or meet an *important* company

Reject invitations to places you don't know in order to sign a *preliminary* contract

Never ever give money to break regulations or get *favours*. It is not ethical. It is not legal. It is not true things are always done this way in China. It doesn't work. Always respect the law, make your staff aware of this

Your samples cannot be sold at the trade fair. It is not legal

Do not forget IPR!

“So many business cards, so little time”

Follow up as quickly as possible – your new best friend may forget you soon

Assign follow up to staff and monitor progress

Send thank you letters, samples, gifts and brochures

Do not rush into deals – take a moment to consider if it is the best option for your company

If in doubt seek advice from EU SME Centre

EU SME Centre Newsletter December 2014
View on web



Events | Ask the Expert | Publications | Webinar | Trade Fairs | SME Tip

Get Ready for Phase II

The EU SME Centre Unveils New Services for SMEs at Launch Event

Following the success of the first phase, the EU SME Centre officially launched its second phase at the EU Delegation in Beijing on November 26th, 2014, having secured funding from the European Union for another four years.

Chris Cheung, Centre Director, unveiled three new service centres – Knowledge Centre, Advice Centre and Training Centre – which will build on the services provided in the first phase to deliver more in-depth business support to small and medium enterprises (SMEs) seeking to internationalise in China.

Also new in the Centre's second phase are the advocacy platforms that the Centre will be establishing, giving EU SMEs a voice to effectively share their challenges and influence policy. The Centre will strengthen advocacy of EU business and regulations on trade and investment, with the objective of creating a more joining field for SMEs in China.

The Centre's new phase is managed by six implementing partners: the China-British Business Council, the European Union Chamber of Commerce in China, the French Chamber of Commerce in China, the China-British Chamber of Commerce, the British Chamber of Commerce and EUROCHAM952. Learn more about the Centre's implementing partners >

To read the full press release click [here](#) >

Upcoming Events



- Dec 4: Brussels Entering China's Food Equipment Market: Opportunities and Challenges for European SMEs
- Dec 2 - 5: 6th EUSME Meeting at Delfinier Fair
- Dec 8: Chester: CBBC Doing Business in China with an Innovation Perspective
- Dec 8: Beijing: BenChen Book Presentation: How successful can you be in China?
- Dec 11: Beijing: European Chamber Chinese Outbound Investment/The Inside Story
- Dec 12: Beijing: BenChen SME Seminar Series 2014 - 18th Edition
- Dec 15: Beijing: European Chamber Annual Conference 2014: Setting up for Success

ASK THE EXPERT

Have a question about your business in China? Contact our Advice Centre and receive practical and confidential advice within 7 working days.

[ASK THE EXPERT](#)

Publication Highlights

Chinese Outward Foreign Direct Investment in the EU

The outward foreign direct investment (OFDI) from Chinese multinational corporations (MNCs) has been growing substantially in Europe since the last decade. This report provides an analysis of Chinese multinational corporations in Europe from a perspective of global value chains and the emerging business opportunities for European SMEs. [Download the Report >](#)

Webinar Review

How to Operate Lawfully in China: A Legal Update for EU SMEs

This webinar discusses the latest changes in the Chinese laws that are most relevant to European SMEs' business in China, including labour laws, company laws, trademark laws and competition law. [Watch the Webinar >](#)

Trade Fairs in China

Dec. 4-6, Shanghai: The 13th Shanghai International Wine & Spirits Expo
Dec. 18 - 19, 2015, Beijing: China International Automotive Aftermarket Exhbiting and Trading Trade Fair
Mar. 7 - 9, 2015, Beijing: China International Expo for Auto Electronics, Accessories, Tuning & Car Care Products
Mar. 12 - 14, 2015, Beijing: The China Beijing International Building Materials Exhibition
Mar. 14-16, 2015, Shanghai: Electronics Asia/China Floor

SME Tip of the Month

How to sell your products on Taobao in China?

Every year on November 11, Alibaba Group (China's e-commerce giant and owner of Taobao, Tmall and Alipay) holds the world's largest 24-hour online sale. This month, it broke records yet again with over RMB 15 billion (GBP 12.1 billion) in sales on Singles' Day, dwarfing other sales festivals, such as Black Friday in Christmas. Total online goods transaction volume (GMV) accounted for 43.6% of total GMV.

EU SMEs looking to tap into China's growing consumers on Taobao or Tmall, should consider the following key points:

- To set up on Taobao, you will need a Chinese ID card. Tmall requires a Chinese business license.
- A deposit of CNY 30,000 to 300,000 is required upon opening on Tmall depending on the type of items you sell. Taobao is free.
- Taobao offers a third party logistics service.

For further market information, please refer to the [online selling report](#) in the advice knowledge Centre.

The EU SME Centre is implemented by:



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Newsletter

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