



ARE YOU READY FOR CHINA?

Business opportunities for Italian SMEs in the Chinese market

Thursday July 3rd, 2013 - 08.30 – 13.00 hrs

CNA – viale Aldo Moro, 22 (Fiera District) - Bologna

China's continued robust economic growth is helping to create new business opportunities for Italian SMEs across many industry sectors. The EU-SME Centre in Beijing has recently launched a new business tool – 'Are you Ready For China?' – to provide a step-by-step introduction to the Chinese business environment, allowing SMEs to gauge their preparedness for doing business in China. This session will provide the opportunity to learn more about the opportunities that exist for SMEs in China, and the range of support services available for businesses keen to do business in China.

08.30 Registration

09.00 Opening remarks

Giorgio Aguzzi, Vicepresidente Nazionale CNA
Nikola Jovanovic, Ambasciata d'Italia a Pechino
Giulia Ziggjotti, Camera di Commercio Italiana in Cina

09.30 Are you ready for China?

Jon Echanove, EU SME Centre Expert

- Introduction to the EU SME Centre and its diagnostic kit for SMEs doing business in China
- General introduction to China's macroeconomic framework and what it means for European SMEs
- Exporting goods, services and technology to the Chinese market: a closer look at import regulations and processes, including practical tips and best practices.
- Specific opportunities in shoe-wear, textile, clothing and fashion / Food & Beverage / Furniture and design

Q&A

10.45 Company case

Camilla Bergonzoni, Bube S.r.l.

11.00 Coffee break

11.15 Intellectual Property Protection Strategy in China

Davide Follador, China IPR SME Helpdesk Expert

Q&A

12.25 Closing remarks

12.30 Lunch, followed by 1/1 consultations provided by the EU SME Centre and China IPR Helpdesk experts (15-20 minutes per SME)

Registrations before **June 28th, 2013** by e-mail to: internazionale@cna.it

Participation is free of charge. The language of the seminar is English, a service of translation will be available in Italian. La partecipazione è gratuita. Il seminario sarà tenuto in lingua inglese con servizio di traduzione in italiano.

Welcome!

About the EU SME Centre: The EU SME Centre is a project funded by the European Union and backed by a consortium of chambers of commerce including the China-Britain Business Council, the German, French, Italian, Benelux and Spanish chambers of commerce in China, the European Chamber of Commerce in China and EUROCHAMBRES in Brussels. It also acts as a platform facilitating coordination amongst Member State and European public and private sector service providers to SMEs. SMEs looking for business advice in relation to the Chinese market can register for free online at www.eusmecentre.org.cn to gain access to the services provided by the Centre.