

How To Successfully Export Food & Beverage To China - ESSENTIALS

This one day course will provide you a step by step guidance on import regulations and processes in the Chinese market with practical tips and best practices which you will take away and apply directly to your real life projects

Our aim is to provide you with a solid foundation for planning and processing your products exporting to China effectively.

Enrol today and enjoy the free pre-course technical consultation, the EU SME Centre Starter Kit and the customised follow-ups services.

Programme Content

- Get a fresh view of challenges and opportunities to export food products into the Chinese market
- Discover the key differences of doing business in China and how to build a successful approach to that huge potential market
- Developed a thorough understanding of the processes, legislation and players involved when exporting into China
- Understand the different layers of the food safety requirements in China for key groups of products
- Experience the impact of Chinese standards in order to find and meet the mandatory technical requirements

- Analyse the application of mandatory and voluntary labeling requirements for food products
- Find effective and easy ways to secure compliance with food additives requirements
- Understand the distribution channels available and advantages and disadvantages of the different local markets
- Make sure you are equipped with the basic financial, legal and due diligence tools to avoid common pitfalls
- Learn how to use the services of the intermediaries to help you success in your exporting strategy

Group sizes are kept to a maximum of 18 to encourage greater development and attention to your needs while giving you the possibility to exchanges views and experiences with entrepreneurs and business with similar needs. .

You will enjoy a well-balanced course between the theory and the practical application in real life with cases studies and exercises based in actual business and exporting experiences.

Discover

Is China for me?

This one-day course will provide you with the key information to decide on the actual opportunities and efforts that your organisation has to undertake to access the Chinese market

Doing the right thing

While it is not possible to offer a one-for-all solution to all food products, this course provides with a myriad of tips, resources and avenues to identify

and confirm the compliance with the legal, technical and labelling requirements.

What kind of support is available?

We are experts in supporting SMEs accessing the Chinese market. We understand the importance of providing tailor-made individualised support. This one-day course is a first step to enjoy a holistic approach and services offered by the EU SME Centre and its partners

Course Package

350EUR/person, including full-day training, course materials, lunch, AND...

- **Pre-course technical consultation:** *In house expert will help you determine:*
 - *Whether your product could be exported to China;*
 - *What category your product falls into according to the Chinese regulations;*
 - *What you stand to gain by entering the Chinese market;*
 - *What risks you are likely to face when entering the Chinese market.*
- **EU SME Centre Gift Pack:** *one set of hard copy EU SME Centre Starter Kit:*
 - *Is China on your radar?*
 - *Ways to enter the Chinese market.*
 - *Exporting goods, services and technology to the Chinese market.*
 - *Knowing your partners in China.*
- **Customised follow-ups services:**
 - *Free access to the update news on relevant topics from the EU SME Centre;*

Who to Contact

To learn more about our **How To Successfully Export Food & Beverage To China** course please contact:

Ms Erica Lin Tel: +8610 85275300 Email: erica.lin@eumecentre.org.cn Website: www.eumecentre.org.cn

- *Free access to senior F&B exporting experts during the course;*
- *Free access to general services provided by EU SME Centre;*
- *Enjoy a discounted price within a year for any future technical services provided by EU SME Centre.*

Who Should Attend

The training course is suitable for anyone who involved in or planning to exporting goods from EU to China. Whether you are a business owner, department director or exporting manager and specialist, you will get from this course a solid foundation for planning and processing your products exporting to China effectively.

Facilitator

Jon Echanove

A highly qualified trainer Jon has inspired a wide range of companies and non-profit organisations to adopt best practices in leadership competences development through the designing of training programmes, strategic consulting and coaching. As former Corporate Director of the European Committee for Electrotechnical Standardization and expert in industry and trade policies, he has designed and delivered numerous interventions for private and public institutions in Asia. Highly knowledgeable about business strategy in the global economy, he advises SMEs in accessing Chinese and European markets.