

China's Cross-Border E-commerce and Free Trade Zones: Regulation Updates and Impact on Your Business

Event details

Type: Training Seminar
Date: 21 November, 2016
Time: 13:30 – 18:00
Venue: The Garden Hotel, Guangzhou 花园酒店
Address: 368 Huanshi Dong Lu, Guangzhou
Language: English
Registration Fee: 460 RMB
Payment method: Pay on the Door (Fapiao can be issued upon request after the event)

Event Description

Take part in this event to meet government officials from Guangdong Free Trade Zone and get insights on how Chinese E-commerce platform selects imported brands

In April 2016, the Chinese government made a number of significant amendments to the regulation of Cross Border E-commerce (hereafter CBEC) in the country, including a new tax policy and a list of products authorised to be imported via CBEC.

Both amendments can affect all participants in the supply chain of imported products through CBEC into China, from suppliers and traders in the EU, to online platforms registered to trade with imported products via CBEC.

Meanwhile, China has set up seven new free trade zones in September this year in Liaoning, Zhejiang, Henan, Hubei, Chongqing, Sichuan and Shanxi. It now has a total number of 11 free trade zones across the country, each positioned differently to reflect the unique economic characteristics of the region. The other four zones established earlier were Shanghai, Guangdong, Tianjin and Fujian.

To help European companies better understand how the changes in China's CBEC and Free Trade Zones affect their businesses, **the EU SME Centre and China-Italy Chamber of Commerce** invite you to take part in our conference held in Guangzhou on November 21st.

中国跨境电商政策的发布和自贸区的设立为欧洲中小企业品牌进入中国市场提供了更多渠道，让中国消费者有机会通过更便捷的方式购买到进口商品，进一步促进了中欧贸易的发展。

因此，欧洲企业和贸易支持机构也希望通过更多方式加深对中国跨境电商和自贸区政策的了解。

本次活动将为华南地区的欧洲企业和合作伙伴提供与广东自贸区管理者、中国电商平台、欧盟中小企业中心商务拓展专家和欧盟企业在华知识产权保护领域的专家面对面交流的机会，了解广东自贸区政策的最新动态以及如何在中国更成功的开展跨境电商业务。

届时参会者也将有机会与欧盟成员国广州领事馆的官员进行交流。

Tentative Agenda



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- 13:30 – 14:00 Registration
14:00 – 14:05 Opening Remarks
14:05 – 14:20 Keynote Speech, by Mr Jianwen Luo, Deputy Director, **Guangzhou Nansha Port Development Zone Office** (广州南沙开发区口岸工作办公室罗建文副主任)
14:20 – 14:35 Keynote Speech, by Ms Elena Faoro, Board Member of China-Italy Chamber of Commerce
14:35 – 15:20 **Using Free Trade Zones to Sell Online in China**, by Mr Rafael Jimenez, Business Development Advisor, EU SME Centre
15:20 – 15:30 Coffee Break
15:30 – 16:00 **How to Work with China's E-commerce Platform: Business Models, Consumers Trends and Brand Selection Criteria**, by Mr. James Spon-Smith, Senior Merchandise Manager, VIP International
16:00 – 16:45 **How to Protect Your Intellectual Property When Doing E-Commerce in China**, by Mr Reinout van Malenstein, IP Expert, China IPR SME Helpdesk
16:45 – 17:20 Q&A
17:20 – 18:00 Networking

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Make a Reservation

Please send an email to registration@eusmecentre.org.cn

If your company requests a fapiao, please include in the email the company title in Chinese for the fapiao and address you would like to receive it after the event.

欲报名参与该活动，请发邮件至 registration@eusmecentre.org.cn；如需发票，请在邮件里提供发票抬头和收件地址，发票将在会后寄出。

Speaker Bios

Elena Faoro, Board Member of China-Italy Chamber of Commerce

With a 10+ years working experience for Italian SMEs in China, Elena Faoro is well acquainted with the peculiarities and potential hurdles of such a big market. She's recently been part of the promotion of a Made in Italy luxury brand, the latest project of the company she's been with for the last 6 years.

Speaking Chinese to a full proficient level, she joined the board of CICC last April, hoping to make her expertise available to all members and friends of the CICC in China.

Rafael Jimenez, Business Development Advisor, EU SME Centre

China expertise: market entry strategy, start-ups, SME business planning, streamlining costs, new business channels and local partners

With more than six years' hands-on experience in managing business in China, Rafael offers



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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.

Reinout van Malenstein, IP Expert, China IPR SME Helpdesk

Before joining the China IPR SME Helpdesk, Reinout has gained working experience as an IP lawyer in the Netherlands, working for a Magic Circle law firm and after that as the head of the China desk at a Dutch law firm. He also worked as a delegate of the EU China Co-Reach IPR project and as a researcher and lecturer of Utrecht University in The Netherlands.

Reinout is a Dutch citizen, and speaks English, Chinese, Dutch and German. He holds a Master of Laws in Chinese Law from Peking University and a Master of Dutch Law in Civil Law, specializing in Intellectual Property Law, from Utrecht University. Reinout is also a guest lecturer of various prestigious Chinese and European Universities and Institutions.

James Spon-Smith, Senior Merchandise Manager, VIP International

Currently managing European cross-border products at VIP.com in Guangzhou, James has lived and worked in the retail industry in China for 14 years. James came to China from Australia in 1997 to learn Chinese and has since worked in Beijing, Shanghai and Hong Kong for various multi-national retailing companies.

James previously managed the store expansion of the Inditex Group between 2007-2011 opening over 65 retail stores across China, Hong Kong, Macao, Korea and Australia. James then worked for international trading house Li & Fung where he was responsible for their global licensing division of home products.

James has a degree in Economics from Sydney University and Post-Graduate degree in Finance from Hong Kong University. James continues to have a passion for the constantly developing landscape of Chinese retail.

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.

Our team of experts provides advice and 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



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

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