

On June 5th, the [China-Italy Chamber of Commerce](#), in cooperation with the [EUSME Centre](#) and the [Regione Emilia-Romagna](#), organizes the Roadshow **How to Best Sell Food & Beverage Products to China** in Bologna. The Roadshow will continue in [Milan](#) and [Cagliari](#), on June 6th and June 8th.

Introduction

Easily navigate through China's import regulations using our first-hand best practices and practical tips and apply them to your business.

The Regione Emilia-Romagna, the China-Italy Chamber of Commerce and the EU SME Centre invite you to join our training workshop to get an accurate overview of China's current F&B market, know the latest trends in consumer tastes and spending.

The training will help you understand clearly the legislation governing this sector and how to stay compliant whilst ensuring your exports go smoothly. It takes you through all the necessary steps from producer to customer including how to be export ready, how to meet labelling and food safety requirements, how to clear customs, how to develop distribution channels, how to work out pricing levels, and what to watch out for *pre* and *post* transactions.

Tentative Agenda

08:30 – 09:00 Registration

09:00 – 09:20 Institutional speeches from Simona Caselli, Regional Minister for Agriculture, Hunting and Fishing and introduction about the Second Week of Italian Cuisine in the World (November 20th-27th 2017) and Giulia Gallarati, Office Manager of China-Italy Chamber of Commerce

09:20 – 09:50 China F&B market overview

09:50 – 10:40 Technical barriers to enter the Chinese market

10:40 – 11:00 Coffee Break

11:00 – 12:00 Commercial approach into China

12:00 – 13:00 E-commerce overview

13:00 – 13:30 Q&A

Participants will enjoy a 20% discount on EU SME Centre publications. More information available [here](#).

About the Expert

Pablo Recio Gracia, EU SME Centre Expert

Pablo has extensive experience in supporting European small businesses in the Chinese market, particularly in the food and drink sector.

He is a specialist in market access for food and beverages to China, and assists companies in setting up in China, finding business partners, understanding technical barriers, developing market entry strategies and positioning products in the market.

Pablo is Managing Director of Eibens and has been living in China since 2005. He previously worked for public agencies including ICEX (Spanish Institute for Foreign Trade) and Extenda (Trade Promotion Agency of Andalusia) as well as private companies.

Registration and Payment Information

Ticket price: Euro 100, via Bank transfer or Paypal.

Please find [here](#) payment information

Venue:

Aula Magna, Regione Emilia-Romagna, Viale Aldo Moro 30, 40127 Bologna (IT)

Language:

English with Italian translation

Any question about the event please contact: francesca.ponti@regione.emilia-romagna.it

Any question about the agenda please contact: bj.partnerships@cameraitacina.com