

On June 8th, the [China-Italy Chamber of Commerce](#), in cooperation with the [EU SME Centre](#) and Confindustria Centro Nord Sardegna, organizes the Roadshow **Doing Business in China** in Cagliari. The Roadshow will be also held in [Bologna](#) and [Milan](#), on June 5th and June 6th.

Introduction

Easily navigate through China's import regulations using our first-hand best practices and practical tips and apply them to your business. Confindustria Centro Nord Sardegna, 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. It will help you understand clearly the legislation governing this sector and how to stay compliant whilst ensuring your exports go smoothly. This training 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
09:20 – 09:50	China as a market and exporting to China
09:50 – 10:40	Accessing the Chinese Food and Beverages market
10:40 – 11:00	Coffee Break
11:00 – 12:00	Tourism Market in and from China
12:00 – 13:00	e-Commerce in China
13:00 – 13:30	Q&A

Upon request, participants can book one-on-one sessions with the EU SME Centre expert, that will take place after 14:00. To book the session, please send your request to: testoni@confindustriacns.it

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.

Payment Information

Ticket price: Euro 100, via Bank transfer or Paypal. Please find [here](#) payment information.

Venue:

Sede Confindustria Centro Nord Sardegna

Language:

English with Italian translation

Any question about the event please contact: testoni@confindustriacns.it

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



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