

IS CHINA ON YOUR RADAR?

„Radisson Blu Hotel Lietuva“, Konstitucijos str. 20, Vilnius

January 17th, 2019

Enterprise Lithuania together with the EU SME Centre and the China IPR SME Helpdesk, invites you to participate to a training workshop to be held on 17th January 2019 in Vilnius.

This workshop will share up-to-date insights on the business environment and the market opportunities of doing business in China to help European SMEs entering the Chinese market make informed decisions and grasp the opportunities generated by market demand and government policies.

By joining the workshop, EU SMEs will understand the primary challenges of the market and how to overcome them and will be given practical tips on how to deal with potential Chinese partners and which are the best practices to protect your intellectual property.

8:45 – 9:00	Welcome coffee and registration	
9:00 – 10:00	Market Access <ul style="list-style-type: none"> - Market and Consumer Trends - Where Opportunities Lie - Business Negotiation Skills 	Zsolt Takacs , EU SME Centre Expert
10:10 – 11:00	Entering the Chinese Market <ul style="list-style-type: none"> - Exporting to China: Preparation tasks, import and distribution procedures - Find the Right Business Partner: Due Diligence - E-commerce in China 	Zsolt Takac , EU SME Centre Expert
11:00 – 11:15	Coffee break	
11:15 – 11:30	Best practices and successful cases entering into China market	Zsolt Takac , EU SME Centre Expert
11:30 – 12:30	IP Protection and best practises <ul style="list-style-type: none"> - Why and how should European SMEs protect their IP rights in China? - What could SMEs do in case of an infringement? - Expert tips on how to draft a comprehensive IP strategy in China - Case studies - Key takeaways 	Michal Klaczynski , Klaczynski Legal Consulting Lawyer
12:30 – 13:00	Networking and discussion	

About the Expert



Zsolt Takacs is based in Budapest, Hungary, and has extensive knowledge of the business environment in China due to his 2 decades of experience working with Chinese companies. The expert is currently responsible for managing Budapest China Mart and the Chinese Ministry of Commerce Certified Central European Trade and Logistics Cooperation Zone (CECZ), which provides resources and services on trade development and logistics & distribution services in Europe and China.

In the last years CECZ played key role to start direct cargo trains and air cargo from China and build e-commerce logistics distribution centers.

They prepare market entry studies, provide consulting services, manage capital investment and joint venture formation, arrange exhibitions and business-to-business events.

He holds degrees in mechanical engineering and MBA in management and has been delivering trainings on doing business in China for the EU SME Centre on a regular basis.

Participation is free of charge. Registration is due to 16th January, 2019.

[Registration link](#)

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