

EXPORTING OF GOODS TO CHINA

Hotel „Holiday Inn“ Seimyniskius str. 1, Vilnius

January 18th, 2019

Enterprise Lithuania together with EU SME Centre is organising a training workshop with the aim to introduce China market. China continues to be the world's largest consumer market for imported foreign products. This makes the Chinese mainland market increasingly appealing for European exporters, especially as Chinese consumer behaviour shifts.

Despite a fragmented distribution infrastructure and growing local competition, opportunities for European SMEs to sell their products in China are likely to grow further.

However, exporting goods from Europe to China mainland and getting them sold to the Chinese consumers is not simple. Both general trade and increasingly popular E-commerce channels require extensive knowledge of the local market rules and changing regulations.

The workshop will analyse the complexities and clarify the essential rules you should look out for when exporting to China mainland. Also, by giving a look to the recent tension between China and the US will give a perspective on the opportunities that might open as a consequence of the dispute.

Finally, the session will walk participants through the key elements of preparing goods exports to China mainland through general trade channel and will share detailed information on exporting F&B products and other consumer goods (fast-moving consumers goods).

9:00 – 9:30

Welcome coffee and registration

9:30 – 10:15

General introduction, US – China trade war and market overview

10:15 – 11:00

Consumer trends

11:00 – 11:15

Coffee break

Distribution and channels

11:15 – 13:00

- **Main drivers**
- **Distributors profiles**
- **Retail**
- **Food Service**
- **Traditional e-commerce**
- **CBEC Cross Border e-commerce**

13:00 – 14:00

Lunch time



14:00 – 15:00

Technical barriers on import foods to China

15:00 – 15:45

Practical aspects when exporting to China

15:45 – 16:00

Q&A, informal networking

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.

Participation is free of charge. Registration is due to 17th January, 2019.

[Registration link](#)

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