

# Training courses & Seminars on China for European companies

Europe-Asia Trading Consultant Agency Ltd.  
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# Executive Summary & Content

- Social, culture and economic China
- Doing business in China: Do's & Don'ts.
- Setup a Business in China.
- New Business Search, Investment and Developments.
- Brand Image & Marketing in China.
- IPR - Intellectual Property Rights in China.
- HRM in China.
- Export to China.
- Sourcing from China.
- Franchising in China.
- China RoHS or Environmental green requirements and 3C certification.
- Hong Kong: A gate to China.
- Business Negotiation, Contracting & Legal Aspects.
- Integral Supply Chain Management. (ISCM)
- Profiles of Trainer/Speakers.
- Remarks.

# Social, culture, economic China

- Government policies
- Social status
  - Socialist or Capitalist
- Business etiquette
- Cultures
  - Local difference
- Economical background & composition

# Doing business in China: Do's & Don'ts

- Business environment
  - Economical, political, legal
- Culture aspect
  - Guanxi, Guoqing
- Entry strategy
- General terms of taxes
- Human resource management
- Risk management & things to be aware of

# Setup a Business in China

- Entry mode
- Business licenses
- Taxes
- Time frame
- Settle in a location
- Recruit people

# New Business Search, Investment and Development

- Business and Alliance types in China
- Search for new business partners :
  - Partnerships & Alliances. (P&A)
  - Mergers & Acquisitions. (M&A)
  - Joined Ventures. (JV's)
- Business matching process.
  - Analyze synergies or complementarities between companies.
  - Conclude the gaps and proposals to bridge.
  - Define the implementation process.
  - Support the execution process of integration/collaboration/acquisition.
  - Follow-up progress, re-direct when needed.
- We use a 6 step lifecycle approach for successful strategic alliances.



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# Branding & Marketing in China

- Branding
  - Culture influence
  - Formulate your brand a Chinese name
  - Cultivate your customers
  - Show your values in your brand
  - Guard your brand
- Market research
- Market entry Preparations
- Understanding the culture
- Know the people
- Public relations
- Entry strategy
- 5P strategy
  - Promotion, Price, Place, Product, People

# HRM in China

- Challenges in HRM
- Laws
- Labor force
- Recruiting & training
- Contracting
- Wages & salaries
- Avoid fraud

# IP rights in China

- IPR laws in China
- Historical & current situation
- 3sCK™ process.
  - Counterfeit and Look-Alike avoidance processes.
- Dispute settle system in China

# Export to China

- Subsidies
- Logistics
- Taxes
- Inco-terms
- Contracting
- Negotiation
- Distribution channels in China

# Sourcing from China

- Total cost of ownership
- Purchasing in goods & services
- Logistics
- Taxes
- Contracting
- Negotiation
- Risk management
  - IPR protection, fraud avoidance, etc...

# Franchising in China

- What is franchising in China?
- Legal framework
- Industry background
- Competition status
- Case studies – Successful vs. Unsuccessful
- Critical success factors

# China RoHS and 3C Certification

- Comparison RoHS EU with China
- Impact on goods export to China
- Scope of China RoHS and the environmental green requirements.
- How to comply with the China RoHS?
- 3C certification for China.
- Consequences of non-compliance

# Hong Kong: A gate to China

- Hong Kong (HK) social, cultural and economic status and aspects.
- Why HK as a company base for Asia?
- Economic and trade agreements between HK and China.
- Double tax agreement between Belgium and Hong Kong.

# Business Negotiation, Contracting & Legal Support

- Organize and coach negotiations.
  - Analyze & Prepare
    - The data & the process.
    - The targets & the tactics.
  - Define the team set-up and roles.
  - Provide the lead-negotiator.
- Contracting and Agreements.
  - When Contracts or Agreements?
  - Non Disclosure agreements (NDA)
  - Memory Of Understanding (MoU)
  - General Purchasing or Sourcing agreements.(GPA)
  - Quality agreements. (QA)
  - Sales & Marketing Agreements(SMA)
  - Many more.
- Legal support & Service.

# Integral Supply Chain Management (ISCM)

- Suppliers & Product search.
- Auditing, Assessment, Selection, Negotiating & Contracting.
- Sourcing and Purchasing Strategies.
- Integral procurement.
  - Order & forecasting / Inventory management / Supplier ratings and corrective action plans.
- Supporting IT-systems.
  - Enterprise Resources Planning (ERP) & Material Requirement Planning. (MRP)
  - Supplier ranking systems (SRS)
    - Delivery-, Quality-, Service-, Price & Cost performance (PCP), Total Cost of Ownership. (TCO)
- Organization of the Supply Chain Management department.
  - Screenings, proposals, implementations and follow-up's.
- Import-/Export Regulations.
  - Which country / which rules./ which duties / which taxes.
- Inco-terms, Carriers & Shipping methods.
- Material- & Financial flows.
- Warehouse Management.
- SCM Training programs.

# Remarks

- Customized packages and combinations for trainings/seminars can easily be established from those topics and for any requested location.
- The Training- and Seminar fee 's will be offered based on the final agreed package.
- All presentations In Europe are basic in the English language and will be given in Msft-PowerPoint.
- The organization can be in your own hands or by us.
- More details on us on our web : [www.eatca.com](http://www.eatca.com)

# Thanks!

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