



**CYPRUS - CHINA
BUSINESS ASSOCIATION**

Nicosia, 7 January 2016

**TO: All Members of the Cyprus Chamber of Commerce and Industry
All Members of Cyprus China Business Association
All Members of Cyprus Russian Business Association**

Dear Member,

Attracting Chinese Investments the Right Way!!!

The Cyprus-China Business Association (CCCI) is cooperating with the EU-SME Centre, China c/o Eurochambers on **a truly unique project, of a practical approach for** these who are serious in attracting Chinese investments in Cyprus. All information is enclosed and B2B meetings will be done **for only 18 persons**. First come first serve.

For further information feel free to contact me (tel. 97889949) or Ms Niovi Parisinou (China Desk, at 22889710).

Yours Sincerely

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Andis Nathanael
Director

.....
Niovi Parisinou
PR and Communications Executive
(China Desk)

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**CYPRUS - CHINA
BUSINESS ASSOCIATION**

**WHY GO TO CHINA AND SPEND TIME & MONEY
FOR AMBIGUOUS RESULTS WHEN THE EU
CAN TRAIN YOU IN CYPRUS
BEFORE YOU GO TO CHINA**

**UNIQUE PROJECT FOR THE
CYPRUS-CHINA BUSINESS ASSOCIATION
FOR ONLY 18 PERSONS**

**Attracting Chinese Outbound
Investments to the EU – Cyprus**

The project is in cooperation with the EU SME Centre China c/o Eurochambers. Professor Haiyan ZHANG will come to Cyprus to do the training.

The EU SME Centre will arrange business to business meetings in China exclusively for the companies who will participate. The B2B meetings will be targeted!!!!

**One Day Seminar (9.00 – 17.00)
February 22, 2016
Hilton Hotel, Nicosia**

**Participation fee: €350 per person
€400 for non-members**

ATTRACTING CHINESE OUTBOUND INVESTMENTS TO THE EU – CYPRUS

Programme Objective

The program is designed to help EU SME'S successfully attract investment from Chinese investors. Participants will get an in-depth understanding of the motivation decision making of different types of Chinese investors and Practical communication & negotiation skills to help secure an agreement with the Chinese efficiently & effectively.

PROGRAMME OUTLINE

Session 1: Expansion of Chinese outbound investment overview

Who are the investors & why are they coming to the EU?

- Getting to know different type of Chinese investors;
- Understanding the motivations of different types of investor;

How should I react to the expansion of the Chinese ODI?

- Activity: discuss how the EU SMEs could benefit from the Chinese ODI;
- Activity: discuss the main obstacles to benefit and how to overcome it.

Session 2: Strategy Planning

How is the decision making process of Chinese investors look like?

- Prying into the different investors' decision making process with Chinese characteristics;
- Activity: Discuss how to tailor your strategy in dealing with the Chinese;

What are the potential concerns of the Chinese investors?

- Understanding the common concerns of the Chinese investors;
- Activity: Discuss how to reassure your potential investors.

PARTICIPATION FORM
**ATTRACTING CHINESE OUTBOUND INVESTMENTS
TO THE EU – CYPRUS**

COMPANY INFORMATION

COMPANY NAME:	
TEL:	FAX:
ADDRESS:	
P.O.BOX:	POSTAL CODE:
EMAIL:	

PARTICIPANT DETAILS

NO	PARTICIPANT NAME	POSITION
1.		
2.		

Date.....

Signature.....

Please sent fax or email at: Ms. Eleftheria Xenophontos email: freedom@ccci.org.cy or fax: 22665685. For more information call **22889880**.