

Nicosia, 15 March 2017

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

Dear Member,

How to Export Food and Beverage Products to China

The Cyprus-China Business Association (CCCI) is cooperating with the EU-SME Centre, on **a truly unique project, of a practical approach for** these who are interested to Export Food and Beverage products to China. All information is enclosed. B2B meetings will be organised in China at a later stage **for only 20 persons**. First come first served.

Whether you are a business owner, department director, exporting manager, or specialist, you will get a solid foundation for planning and managing your products to China effectively.


On 22 February, 2017, Mrs. Bai Lu, DDG of Bureau of Import and Export Food Safety, met with the Cypriot Ambassador H. E. Mr. Agis Loizou at AQSIQ. Both sides exchanged views on promoting China-Cyprus bilateral trade in the field of food and initiated the Protocol on Veterinary and Health Requirements for Dairy products to be Exported from the Republic of Cyprus to the People's Republic of China.

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

Payments can be made to the following Bank Accounts:

BANK OF CYPRUS	ACCOUNT NUMBER	0194-12-006537
HELLENIC BANK	ACCOUNT NUMBER	121-01-013924-01

Yours Sincerely


.....
Andis Nathanael
Director


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

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 20 PERSONS

How to Export Food & Beverage Products to China

The project is in cooperation with the EU SME Centre.

Mr. Rafael JIMENEZ Business Development Advisor from the EU SME Center in China will come to Cyprus to do the training.

The EU SME Centre, China, will arrange business to business meetings in China exclusively for the companies who will participate. The B2B meetings will be targeted!!!! Detailed information concerning B2B during the Seminar.

Kindly note that the minimum number of participants for the seminar to be organized is 8 people.

One Day Seminar (08.30 – 17.30)

May 11, 2017

Hilton Park Hotel, Nicosia

**Participation fee: €350 per person including VAT
for the Training: €400 for non-members including VAT**

HOW TO EXPORT FOOD & BEVERAGE PRODUCTS TO CHINA

Programme Objective

This one-day workshop is designed to support you to successfully export your food & beverage (F&B) products to China. Participants will gain an in-depth view of the F&B market in China and insights into consumers' behavior, navigate through China's market access system and regulations on F&B products and develop a practical action plan that will get your F&B product smoothly into the market.

TIME	PROGRAMME OUTLINE
8.30 – 09.00	Registration Welcome coffee
9.00 – 09.15	Welcome Address & Introduction
9.15 – 10.30	Module 1: Market Research <ul style="list-style-type: none"> ➤ Overview of the F&B market in China ➤ Chinese consumers and tastes
10.30 – 10.45	Coffee Break
10.45 – 12.00	Module 2: Prepare to Export <ul style="list-style-type: none"> ➤ Legislation system Registration process ➤ Market standards
12.00 – 13.15	Module 3: Meet the Requirements <ul style="list-style-type: none"> ➤ Labelling Food additives ➤ Customs clearance
13.15 – 14.30	Lunch

14.30 – 15.45	Module 4: Get into Distribution Networks <ul style="list-style-type: none">➤ Overview of the different distribution channels in China➤ Key success factors and pricing levels
15.45 – 16.15	Coffee Break
16.15 – 17.30	Module 5: Before and After Transactions <ul style="list-style-type: none">➤ Due Diligence➤ Payment Options➤ Foreign Exchange Control➤ Dispute Settlement

PARTICIPATION FORM

HOW TO EXPORT FOOD & BEVERAGE PRODUCTS TO CHINA

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**.