

Nicosia, 19 April 2019

**TO: ALL MEMBERS  
AND MEMBERS OF THE CYPRUS-CHINA BUSINESS ASSOCIATION**

Dear all,

**UNDERSTANDING CHINA TRAINING PROGRAM  
Brussels May 24<sup>th</sup> 2019**

The **EU SME Centre** and **EUROCHAMBRES** intend to create a new business dialogue on China related-issues welcoming also EU SMEs interested in approaching the challenging and constantly changing market of China.

The program was originally developed for intermediary organizations in Europe, and aims at increasing the knowledge of the Chinese market and informing on the recent trends of the market.

SMEs are welcome to join on May 24<sup>th</sup> and gain knowledge on the best practices of doing business in China.

A line up of knowledgeable expert will provide participants with an overview on:

- the key legal issues that SMEs should look out for when operating in China,
- the latest e-commerce developments,
- the most used social platforms and ways to retain customers,
- the opportunities in the outbound tourism market and technology sector in China.

**At the end of the day, SMEs can also book a one to one consultation with one of the experts.**

The activity is **FREE OF CHARGE**

Read more about the agenda and reserve your seats, [here](#).

For more information contact Ms. Niovi Parisinou at 22-889710 and [parisinou@ccci.org.cy](mailto:parisinou@ccci.org.cy).

Yours Sincerely,

Niovi Parisinou,  
PR and Communication Executive.

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