

UNDERSTANDING  
  
CHINA.EU



# Understanding China

2011 Training Programme



The Understanding China programme is co-funded by the European Commission



*“If I invest into a training of my employees, the benefit for my chamber has to be clear. The Understanding China training programme convinced me through its combination of academic training on China, one of the most important markets for our companies, and practical aspects. My colleague Luc showed great dedication for this programme and developed the booklet “A guide to doing business with China” as a part of his business plan – a concrete tool which provides aggregated hands-on information to our companies wanting to (further) engage with China. Already the first output of the programme thus helped us to position our chamber as a producer of usable information on China for our companies. Seeing that Luc also came back with plenty of contacts in both Europe and China, I am sure that there is more to come soon – the training fully paid off for us!”*

*Luc Luwel, Managing Director at Chamber of Commerce and Industry  
Antwerp- Waasland, Belgium (supporting the participation of  
Luc van Looveren, Senior Advisor at the same chamber, in 2009)*



Over the past decades, China's fast growing economy has emerged as one of the most important markets in the world: the 3<sup>rd</sup> largest world economy, the 2<sup>nd</sup> biggest exporter and the EU's 2<sup>nd</sup> largest trading partner.

This considerable economic power makes China a highly attractive market and, correctly approached, offers vast potential for European businesses. At the same time China poses important challenges for European businesses in general and small and medium-sized enterprises (SMEs) in particular.

# Understanding China – Creating Business and Dialogue!

To sustain a high level of competitiveness of European SMEs, profound **understanding** of new/emerging markets like **China** is crucial.

This is why the Understanding China programme aims to **CREATE BUSINESS AND DIALOGUE!**

One element of the Understanding China programme is to enhance the policy dialogue on China and encourage an active exchange of knowledge and expertise among all relevant European stakeholders through a number of events, an Advisory Council and an interactive website.

At the same time, also a more concrete tool is being offered: a targeted and specialised academic **training programme** for employees of business representative organisation (BROs). The aim is to create a network of China experts in European BROs. This 'train the trainer' approach will ensure that its impact is multiplied and that a large number of companies will benefit from higher quality services and up-to-date information from their business organisations.

**Find out more about the training in this brochure!**



*"The Understanding China is an excellent well organised programme providing informed views from leading academics and businesspeople. The practical aspects of business, regulation and culture were supported through company visits and briefings. I now have an enhanced knowledge based network to support those companies interested in trade with China."*

Steven Toogood  
Senior International Trade Advisor  
UK Trade & Investment, UK  
Understanding China trainee 2010

The Understanding China training programme offers:

---

- a **targeted training** programme developed according to the needs of BROs
- training both in the **EU and China**
- both **theoretical and practical** experience
- a **module structure** to allow compatibility with your professional life
- the opportunity to **network** with other colleagues from all over the EU
- forum and advice to develop your organisations' **business plan** to improve your China services to companies

## The training in a nutshell

The training is made up of:

---

- **4 modules:**
  1. One week at the Antwerp Management School (AMS), in Antwerp, Belgium
  2. One week at the campus of China Executive Leadership Academy Pudong - CELAP in Shanghai, China
  3. One week study visit in Beijing organised by four bilateral Chambers of Commerce in China
  4. Two days in Antwerp, Belgium followed by a graduation ceremony
- **On-line distance learning** linking the different modules and allowing you to remain in direct contact with your lecturers
- Throughout the training course participants will be supported in their preparation of a **business plan** for their organisation on how to bring China closer to SMEs



*“The training had a very positive impact on my daily work and my organisation. I am now able to deal with simple questions alone without always going through our offices in China. This improves our services because we can answer some requests faster and in a more professional way.”*

*Matteo Latini, Event Coordinator  
Marchet – Agency of the Chamber  
of Commerce of Ancona for the  
internationalization of SMEs, Italy  
Understanding China trainee 2009*

If you are working on China related issues and are an employee of a **business representative organisation**, such as:

- Chambers of Commerce and Industry
- Industry and/or sectoral Associations
- Employer Federations
- Other relevant business organisation

with a focus on providing **small and medium-sized companies** (SMEs) which have a strong interest in the **Chinese market** with support and services, then this training programme is for you.

## Why participate?

The benefits of this programme for both you and your organisation are considerable:

---

- In-house expertise on **Chinese business and culture**
- **Raise the profile** of your organisation
- An **extensive network** of relevant contacts in China
- **Thorough and up-to-date knowledge** of one of the most attractive markets for companies
- Be part of a network of a select group of **China experts**
- Support in the **development of your services** for SMEs
- Improved and more **targeted services** for your members
- **Unique experience** for your personal and professional development



The curriculum for the training programme is developed by the Antwerp Management School (AMS) together with **EUROCHAMBRES**, the Association of European Chambers of Commerce and Industry. It is specifically targeted to the needs and requirements of business representative organisations.

With its **Euro-China Centre**, the AMS has a strong expertise on customised China-related training programmes. A strong network of both Chinese counterparts and renowned international lecturers ensure the highest quality training for the participants of the programme.

## The organisers

Guaranteeing a relevant mix of theoretical and practical aspects is key to the Understanding China programme. Therefore, the second week in China takes the form of a study visit in Beijing with a range of networking events, seminars and practical company visits.

This study visit is organised by four **bilateral Chambers of Commerce** in China.

→ Delegation of German Industry and Commerce Beijing

→ China Italy Chamber of Commerce

→ BenCham - Benelux Chamber of Commerce in China

→ French Chamber of Commerce and Industry in China

Throughout the whole training programme **all logistical aspects** are being taken care of both by AMS and the bilateral Chambers of Commerce in China. The only thing the participant needs to organise is the flights.



The training programme



**30 candidates** from business representative organisations will be able to participate in the Understanding China training programme per annual cycle.

The programme is **designed specifically** for employees of business organisations who will be able to directly apply the knowledge and experience gained in their daily work.

## The training programme

All training courses are given in **English** or with English translation in the form of regular and intensive seminars and complemented by online training tools.

During **4 individual modules** organised in both the **EU and China**, participants will gain both a theoretical and a practical in-depth knowledge of:

- Recent developments in the Chinese **economy**
- Chinese **business culture**
- Different aspects of **doing business** in China
- **Company and study visits**
- **Business plan** development for implementation in their daily work

Participation in all four modules is mandatory.

To link the different modules, participants will be using an **online platform** to further intensify their training, keep in contact with Antwerp Management School in between the modules and continue to develop their business plan.



### The immediate outcome: a China-specific business plan for your organisation

---

The preparation of a business plan for the trainee's organisation is an integral part of the Understanding China training programme.

An initial draft of this business plan has to be presented by the candidate and the organisation at the time of application. It should outline a specific project or initiative your organisation plans to do with regard to the Chinese market and how you intend to use the Understanding China training programme to develop this.

The business plans cover a wide range of tools and initiatives and have to fulfil the criteria of the specific guidelines of the Understanding China programme to assure a project that duly reflects the training content and is relevant for the organisation and its member companies at the same time. Lecturers of Antwerp Management School and other contacts you make during the programme support you with their expertise.

## Business plan



### Business plan example: Oriental Business Express - Petra Van Bouwelen, Manager International Business, Chamber of Commerce Mechelen (Belgium), Understanding China trainee 2010

---

'The Oriental Business Express' (OBE) is an information desk to provide assistance for SMEs on import and/or sourcing from China. It will be a new service of the Chamber of Commerce of Mechelen from June 2011.

The development of OBE consists out of 4 deliverables:

1. Setting up a think tank for import / sourcing from China
2. Establishing a knowledge network of China experts in Belgium and China

3. Composing a guide for SMEs on import / sourcing from China
4. Organizing a colloquium with the teasing title 'Is there a future for import or sourcing from China?'

The OBE's overall objective is to provide assistance to companies in the district of Mechelen, especially SMEs that want to start an import or sourcing business with China. At the same time, this information desk will also be of service for more experienced companies that need extra help or that are in search of new contacts.



The training programme

Module 1 will take place at **AMS** premises in **Antwerp**.

Participants will be accommodated in a hotel located in walking distance from AMS.

During **5 days** a number of highly experienced **lecturers from across the EU** will provide the participants with a detailed overview of the following topics:

- Current Trends of the Chinese **economy** - 1 Day
- The Chinese **Business Context** relevant for European SMEs - 1 Day
- Developing **China Strategies** for European SMEs - 1 Day
- **Cross Culture** Competencies for China - 1 Day
- Participants' **Business Plan** (Part I) - 1 Day

## Module 1 - Antwerp

Each of the full day training courses will consist of two training sessions followed by an interactive debate/panel discussion with experts and practitioners. This will allow participants to gain not only an in-depth insight into key issues, but will also provide them with a broader theoretical and practical perspective.

The courses will provide the basis for the following modules and will be carried out in an **interactive and dynamic** atmosphere allowing the trainees to become actively involved.

Also, a number of **social activities** will be organised to encourage the participants to benefit from the networking opportunity the training programme offers.



The second module will take place in **Shanghai** at the campus of **CELAP** – the China Executive Leadership Academy Pudong. Participants will be accommodated in a hotel on the campus itself.

## Module 2 - Shanghai

Participants will benefit from lecturers from different Chinese partner universities as well as European business representative organisations based in China. Courses will cover:

- **Regional Differences** in China - 1 Day
- **Legal Aspects** of Doing Business in China - 1 Day
- **Managing operations** in China - 1 Day
- **Human Resource** Management in China - 1 Day
- Participants' **Business Plan** (Part II) - 1 Day

This **5-day** module builds on the knowledge the participants have acquired during their stay in Antwerp. Participants will gain a deeper insight into the questions which are of practical relevance to SMEs wanting to enter the Chinese market.

During their stay in China, participants will be asked to use the contacts and visits made to further develop their business plan.



The training programme



## Module 3 - Beijing

From Shanghai, participants will fly directly to **Beijing** to take part in a **5-day** study visit organised by the **EU bilateral Chambers of Commerce in China**.

The **study visit** will include:

- Institutional visits
- Company visits
- Ad-hoc workshops and seminars
- Meetings with stakeholders
- Networking opportunities
- Field trips, etc.

This module will help the participants to gain an **on-the-spot understanding** of the Chinese business environment. At the same time it will create numerous opportunities to develop a **strong network of relevant contacts** in China.

The involvement of the bilateral Chambers in China guarantees the high level of **relevance** of this module for the participants coming from business representative organisations.



# Module 4 - Antwerp & Brussels

As a final destination, the participants will return to **Antwerp** once more for a wrap-up session at AMS.

The concluding session will consist of the **presentation of the participant's business plan** and a panel discussion with faculty members, European Commission representatives, EUROCHAMBRES and other relevant stakeholders.

This module will end with an official **graduation ceremony** and gala dinner during which trainees will receive a certificate.

## Timeline 2011





How to apply?

# How to apply?



In order to apply, a set of **minimum requirements** need to be fulfilled by both the candidate and the organisation.

## PARTICIPANT

- Be a national of one of the EU Member States, Official Candidate Countries or the European Economic Area
- Be employed by an eligible business representative organisation (see below)
- Have the support of the organisation to participate in this programme
- Work in an international or China department
- Have a university degree
- Have an excellent command of English
- Minimum of 2 years work experience on international affairs, with focus on China
- Have not previously participated

## ORGANISATION

- Chambers of Commerce and Industry and SME Federations, Industry and sectoral Associations, Employer Federations, other relevant business organisations which provide services to SMEs
- Be based, i.e. with the headoffice in one of the EU Member States, Official Candidate Countries or the European Economic Area
- Have profound experience in international trade and a strong interest in China

*If you and your organisation meet these criteria, download the Application Form from the Understanding China website ([www.understandingchina.eu](http://www.understandingchina.eu)) and send it to [ryczan@eurochambres.eu](mailto:ryczan@eurochambres.eu) by 01 May 2011!*



*“The Understanding China training program has made me and my organisation more efficient. We have now a wider network of Chinese partners, and at the same time, a newly created network of European professionals dealing with similar problems like us.”*

*Javier Bahut,  
Director Representative Office SODERCAN. China  
Understanding China trainee 2009*

The Understanding China training programme can accommodate up to **30 participants** per cycle!  
The deadline for applications is **01 May 2011!**

## The Selection

Due to the limited number of seats available, a **selection process** will be carried out by EUROCHAMBRES, AMS and the European Commission based on the eligibility and the following award criteria:

- relevant work experience
- quality of the business plan + possibility of implementation afterwards

- motivation of both participant and organisation
- geographical balance

Once selected, the trainees will sign a participation commitment with EUROCHAMBRES stating that they will participate in all 4 modules of the programme.



## Financial Contribution

All training courses and the study visit are financed by the Understanding China programme together with the accommodation of the participants in the EU and China.

Participants will be asked to pay a one time registration fee of EUR 500 and their flight costs.



## Want to know more?

For more information on the programme, please go to our website [www.understandingchina.eu](http://www.understandingchina.eu) or contact:

→ Ms Anita Ryczan

[ryczan@eurochambres.eu](mailto:ryczan@eurochambres.eu)

+32 (0)2 282 0855

→ Ms Freya Lemcke

[lemcke@eurochambres.eu](mailto:lemcke@eurochambres.eu)

+32 (0)2 282 0876

directly at EUROCHAMBRES in Brussels.



The “Understanding China” programme is being implemented by EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, leading a consortium of 11 partners.

Consortium Partners:

---



Consortium Associates:

---

The consortium is furthermore supported by the bilateral Chambers of Germany, Italy, France and Benelux in China, and a group of 12 Knowledge Partners across Europe.



Understanding China is a programme co-funded by the European Commission



Avenue des Arts, 19 A/D  
B-1000 Brussels, Belgium  
Tel: +32 (0)2 282 08 50  
Fax: +32 (0)2 230 00 38  
[eurochambres@eurochambres.eu](mailto:eurochambres@eurochambres.eu)



This document has been produced with the financial assistance of the European Union.  
The contents of this document are the sole responsibility of EUROCHAMBRES  
and can under no circumstances be regarded as reflecting the position of the European Union.

The details in this programme may be subject to change. *Printed in January 2011*