

UNDERSTANDING  
  
CHINA.EU



# Understanding China

2010 Training Programme



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

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

Over the past decades, China's fast growing economy has emerged as one of the most important markets in the world: the 4<sup>th</sup> largest world economy, the 3<sup>rd</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 **training programme** for employees of business representative organisations with a strong interest in China. The aim is to create a network of China experts in European business representative organisations. 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 training programme offers:

- a **targeted training** programme developed according to your needs
- 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
- guidance and mentoring for the further development of 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 University of Antwerp Management School 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 in Brussels, Belgium

→ **On-line distance learning** linking the different modules and allowing you to remain in direct contact with your mentors and 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

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

- Chambers of Commerce and Industry
- Employer Federations
- Industry and/or sectoral Associations
- 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**
- Support in the **development of your services** for SMEs
- **Raise the profile** of your organisation
- Improved and more **targeted services** for your members
- An **extensive network** of relevant contacts in China
- **Unique experience** for your personal and professional development
- **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**



The curriculum for the training programme is developed by the University of Antwerp Management School (**UAMS**) 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 UAMS 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.

**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 organisers

Guaranteeing a relevant mix of theoretical and practical experience 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.

- China Italy Chamber of Commerce
- BenCham - Benelux Chamber of Commerce in China
- French Chamber of Commerce and Industry in China

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

- Delegation of German Industry and Commerce Beijing

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

## 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.

Participation in all four modules is mandatory.

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

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

- 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

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

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

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.

## 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 UAMS.

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 held at a prestigious location in Brussels, the Bibliotheque Solvay.

This event will take place in the fringes of a high-level conference on China organised in Brussels to which the participants are invited to take part.

## 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 (Croatia, Turkey, FYRoM) or the European Economic Area (Iceland, Liechtenstein, Norway)
- 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 (Croatia, Turkey, FYRoM) or the European Economic Area (Iceland, Liechtenstein, Norway)
- 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 30 April 2010!*

## Timeline 2010







## The Selection

The Understanding China training programme can accommodate up to **30 participants** per cycle! The deadline for applications is **30 April 2010!**

Due to the limited number of seats available, a **selection process** will be carried out by EUROCHAMBRES, UAMS 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.



## 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,- + 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 Martina Kuhlmann              [kuhlmann@eurochambres.eu](mailto:kuhlmann@eurochambres.eu)                      +32 (0)2 282 0859

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 2010*