

YOUR OPPORTUNITIES OF DOING BUSINESS IN ASIA FOCUS ON INDIA AND CHINA

Workshop

27 March 2015

Bulgarian Chamber of Commerce and Industry
9 Iskar str., Sofia, hall A, floor 1

DESCRIPTION:

The European Business and Technology Centre in India and the EU SME Centre in China along with the Bulgarian Chamber of Commerce and Industry, Chamber of Commerce and Industry - Vratsa and Enterprise Europe Network are organizing a practical workshop for Bulgarian SMEs interested in doing business with India and China.

WHAT ARE YOU GOING TO LEARN?

- Short overview about the general economic situation in India and China
- Opportunities for Bulgarian SMEs in India and China: product demand, local peculiarities
- Ways to enter the Indian / Chinese market, including export opportunities and guidelines from the EU to India/China
- How to find a reliable partner in India / China
- Most common issues European companies have in India / China
- Support of Bulgarian companies to internationalise in India / China, including success stories

WHY DOING BUSINESS WITH INDIA AND CHINA?

India and China are the two largest markets and fastest growing major economies in the world. Both countries have rapidly become key players in the global economy. These are the two countries with highest population in the world, increasing incomes and consumption as well as favourable tax treatments and English as the business language. The rising income levels and the expansion of the consumer market are creating a greater demand for various western goods such as cars, mobile phones, leisure items, travel services and others. Furthermore China and India could provide a low-cost manufacturing base, since the unit cost of labour in both countries is relatively low. Both countries have already a well-developed commercial legal framework that enhances the ease of doing business.

Advantages in doing business in China & India:

- Large Markets and Growing Economies
- Great Number of Export Opportunities
- Competitive Labour Markets
- Great Profit
- Economy Growing

DRAFT AGENDA

08:45 – 09:00	Registration
09:00 – 09:30	BULGARIAN BUSINESS WITH INDIA AND CHINA - STATISTICS, FIGURES, TRENDS <i>Expert from the Ministry of Economy or Bulgarian Chamber of Commerce and Industry</i>
09:30 – 10:30	HOW TO DO BUSINESS WITH INDIA <i>Joerg Uehlin, EBTC India</i>
10:30-11:00	Coffee break
11:00 – 12:00	HOW TO DO BUSINESS WITH CHINA <i>Ludmila Hyklova, EU SME Centre</i>
12:00 – 12:30	HOW TO FIND BUSINESS/PROJECT PARTNERS IN INDIA AND CHINA <i>Iliana Philipova, Enterprise Europe Network, CCI- Vratsa</i>
12:30 – 13:30	Q&A session
12:30 – 13:30	Lunch break
13:30-13:50	DIFFERENT EU INTERNATIONALISATION PROGRAMMES MANAGED BY EUROCHAMBRES AND HOW SME COMPANIES CAN PROFIT FROM THEM <i>Alexander Alles, EU SME Centre Beijing, PR China</i>
13:50-15:00	WORKSHOP – individual consultations with the speakers

SPEAKERS:



Mr. Joerg Uehlin is the Head of Operations at the European Business and Technology Centre (EBTC) which is a project co-funded by the European Union to facilitate technology transfer between Europe and India for Small and Medium sized Enterprises (SMEs). EBTC is active in its four focus sectors Biotechnology, Energy, Environment and Transport along with an IPR Helpdesk and has offices across India with its head office in Delhi and regional presences in Mumbai, Kolkata and Bengaluru. Mr Uehlin's role involves coordinating EBTC's overall activities and projects touching upon all sectors and regions as well as coordinating the Enterprise Europe Network India Consortium (EEN India) that directly connects European and Indian SMEs. He is a graduate from SOAS (University of London) in Business Management and South Asian Studies and speaks German, English and basic Hindi.



Ms. Ludmila Hyklova provides legal and market entry advice on various foreign investment and export projects to China. She has more than 17 years of working experience in multinational companies, international organisations, projects and government sector. She managed the Legal and Compliance Department of the large privately owned financial group in China.

EU SME Centre China (2012 – now) - Legal Advisor, Beijing

PPF Group and Home Credit China (2005 – 2010) - Head of Legal and Compliance, Beijing, Shenzhen



Mrs. Iliana Philipova possesses more than 25 years professional experience with project management and business consultancy services, whereas she is Certified Management Consultant and Certified Business Evaluator. Currently, Mrs. Philipova holds the position of Executive Director of Chamber of Commerce and Industry- Vratsa (CCI- Vratsa) and is also the Manager of Enterprise Europe Network Center to the CCI- Vratsa. Mrs. Iliana Philipova has been a member of the Board of Directors of various professional associations (such as the Bulgarian Association of Regional development Agencies, Bulgarian Association of Management Consulting Organisations, etc.) and member of different working groups and committees engaged with development, elaboration and implementation of regional policies, both on local and EU level.



Mr. Alexander Alles is Advisor for International Affairs at EUROCHAMBRES, Brussels and EU Partnership Coordinator of the EU SME Centre China. He is responsible for the outreach strategy of internationalisation initiatives programmes by the European Commission, which are managed by EUROCHAMBRES.

Prior to joining EUROCHAMBRES, he worked over 10 years in the private sector dealing with international markets with a clear focus on Asia.

MORE ABOUT THE ORGANIZERS:

European Business and Technology Centre, India

Launched in 2008, the European Business and Technology Centre (EBTC) is a programme co-funded by the European Union and coordinated by EUROCHAMBRES. EBTC's mission is to assist the Business, Science & Research Community - in Europe and India - to work together towards generating new business opportunities in clean technology transfer, and establishing business relevant cooperation in the field of research, science and technology.

<http://ebtc.eu/>

EU SME Centre, China

The EU SME Centre is a European Union funded initiative helping SMEs get ready to do business in China. Located in Beijing, the Centre provides practical information, confidential advice, and training in the areas of business development, legal issues, standards and HR to facilitate market access for European SMEs. The Centre also acts as a platform to facilitate coordination amongst Member State and European public and private sector service providers to SMEs.

<http://www.eusmecentre.org.cn/>

Bulgarian Chamber of Commerce and Industry

Established in 1895 as an independent, non-governmental organization for assistance, promotion, representation and protection of the business interests of its members, which contributes to the development of international economic cooperation and provides assistance for the European and international integration of Bulgaria. BCCI is the oldest business representative organisation in Bulgaria with over 55 000 member companies.

www.bcci.bg

Chamber of Commerce and Industry – Vratsa

CCI - Vratsa is a non-governmental organization of public interest established in 1991. It is formed on the basis of representative association of entrepreneurs, companies and institutions with the capacity to protect their interests and the formation of business and social climate, providing ascending socio-economic development and living environment in the District of Vratsa and the region in northwestern Bulgaria.

<http://www.cci-vratsa.org/en/home/>

Enterprise Europe Network - Your local gateway to a wealth of information on doing business, finding collaborative partners and increasing your competitiveness in Europe. The network is present in over 50 countries all over the world and hosted by more than 600 organizations. We can help you: find new partners for business, technology or project cooperation; give you information about all sources for finance for your business; assess your innovation management capacity

<http://www.bcci.bg/en-een.html>