



In Partnership With



BENCHAM
BENELUX CHAMBER
OF COMMERCE
IN CHINA

EU SME Pavilion Proposal

November 18-20, 2015



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



EUROCHAMBRES



A project funded by the European Union



Get Ready for China!

The EU SME Centre is an EU Commission funded project which helps EU SMEs prepare to do business in China by providing them with a range of information, advice, training and support services.

The Centre is implemented by a consortium of six partners and was established in October 2010. It successfully completed its first phase in July 2014 and has now entered its second phase which will run until July 2018.





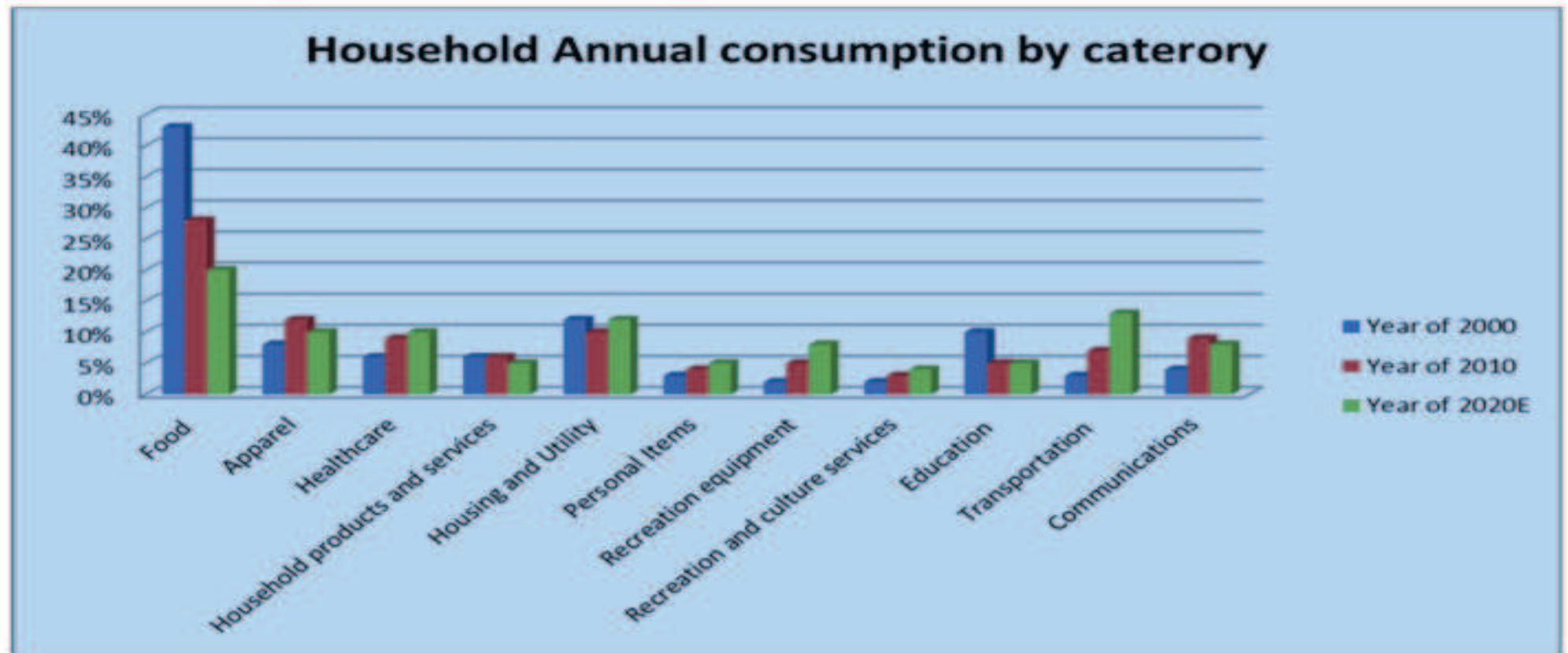
World of Food is an annual food fair in Beijing powered by Anuga. It is one of the leading food fairs in Northern China, focused on trade, retail and hospitality.

China's demand for foreign food and beverage has grown rapidly following the quick increase of living standards.

Imported foreign foods have quadrupled in the last few years.

Evidently foreign consumables are now a booming industry in China, according to grocers, restaurants, retails, and hospitality wholesales already in the market.

Growth of Imported F&B



View the significant growth of the market for foreign products, this year the World of Food is co-organised with China National Confectionary Association (CNCA), China Chamber of Commerce of food stuffs and native produce (CFNA), China Cuisine Association and along with China International Dairy Expo 2015.

The EU SME Centre offers your company competitive place in the fair

The EU SME Pavilion offers your company:

- Premium services (seminars, B2B meetings, translation, etc.)
- A one stop shop solution (logistics, transportation, hotels, etc)
- A SME price thanks to the support of the European Union.



The EU SME's Pavilion is situated at the first row of the World of Food, which provides great visibility and attract first sight of visitors. The unique design of the bar and lounge area facilitates B to B meetings, furthermore a taste from Benelux countries will be presented.



The EU SME Pavilion offers one competitive package.

The EU SME Centre is to help your company to see the opportunities in China, therefore The Centre is **subsiding** your booth and providing **additional services free of charge**.

	Normal Price*	EU SME Competitive Package
Booth	403 euros/sqm	282 euros/sqm (30% discount)
Service	X	✓
Pre-fair webinar on doing business in China	X	✓
Pre-fair webinar on Exporting to China	X	✓
On site seminar on IP and contract law	X	✓
B to B tour connecting you with the largest Chinese grocers, retailers, distributors e-commerce platforms	X	✓

The Competitive Package includes:

Pre Fair

- Pre fair webinar on doing business in China
- Pre fair webinar on Exporting to China

At the Fair

- Discounted price for your booth
- First row position at the fair, which provides great visibility and attracts first sight of visitors.
- Unique design of bar and lounge area facilitates B to B meetings
- On site seminar on IP and contract law
- B to B tour connecting you with the largest Chinese grocers, retailers, distributors e-commerce platforms

You can focus on developing your business

Developing your business is your No. 1 Goal. To make sure you can focus on developing your business we have created a One-Stop-Shop service package to better facilitate the EU SMEs coming directly from Europe.

The One-Stop Service Includes:

The Competitive Package

Airport pick up 50 Euro

Pavilion pickup

- During the WoF, BenCham will provide transportation for the commute between the fair and hotel.

Translation Service on Demand

- Provided by a professional company at a rate 200euros/hr
- Provided by student, major in English and Chinese language 200euros/day

Hotel Lodging

- Bencham provides you with a 5 star hotel with a special price only offering to Chambers in Beijing situated at a most convenient location. You will be able to go to restaurants with worldwide range of cuisines and enjoy a unique shopping experience in Beijing.



Hilton Beijing

Standard room: 1050 rmb per a night,
include free breakfast and WIFI



JW Marriott Beijing

Standard Room 1100rmb per a night, includes free
breakfast and WIFI



GRAND-DUCHÉ DE LUXEMBOURG
Ambassade en Chine



Wallonia.be



Flanders Investment & Trade



BRUSSELS
invest & export



EUSME
Centre

Get Ready for China



www.eusmecentre.org.cn



China-Britain
Business Council
英中贸易协会



BENELUX
CHAMBER
OF COMMERCE
IN CHINA



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



CCI FRANCE CHINE
中国法国工商会



EUROCHAMBRES



European Chamber
中欧商会