

**WORKSHOP “Your Opportunities of Doing Business in Asia- with Focus on India and China”****24 March 2015, 8.30 a.m.****Four Points by Sheraton Ljubljana Mons, Pot za Brdom 4, Hall Plečnik 5****AGENDA****08.30 - 9.00** Registration**WORKSHOP (Hall Plečnik 5)****09.00 – 9.10** **Opening Remarks**

Mr. Matej Skočir, M.Sc., Head of Internationalisation and Foreign Direct Investment Division, SPIRIT Slovenia Public agency **(5 min)**

Mrs. Zhao Xiufen, Economic Counsellour, Embassy of the People’s Republic of China **(5 min)**

**09.10 – 9.20** **Introduction of Eurochambres (with Q&A) by Mr. Alexander Alles, Advisor, International Affairs EU Partnership Coordinator for EU SME Centre in Beijing**

- Different EU Internationalisation Programmes Managed by Eurochambres and How Slovenian SMEs can Profit from Them **(10 min)**

**09.20 – 11.25** **Presentation by Mr. Joel Fernandes, Regional Director, EBTC India (with Q&A)**

- **Opportunities in India for Slovenian SMEs** including the opportunities in industries such as high-tech, clean-tech etc.

**11.25 – 11.55** Coffee break/Networking (in the lobby) **(30 min)****11.55 – 14.00** **Presentation by Mrs. Ludmila Hyklova, EU SME Centre Legal Expert (with Q&A)** which covers the following topics:

- Opportunities for Slovenian SMEs in Chinese Market
- Ways of Market Entry to China with focus on importing
- Legal Challenges when Entering Chinese Market
- Opportunities for Slovenian SMEs in food & beverage and other industries

**14.00 – 14.45** **Presentation by Mr. Jurjen Groot, China IPR Helpdesk Expert** focusing on the following topics:

- IPR Landscape in China
- Introduction to the China IPR SME Helpdesk and How SMEs can Profit from Them

**14.45 – 14.50** Closing remarks **(5 min)***Working language: English***Description of Experts’ presentations in general:**

- Short overview about the general economic situation in India / China

- Chances for Slovenian SMEs in India / China: product demand, Indian / Chinese peculiarities, showing main opportunities and main challenges
- 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
- Opportunities for Slovenian SMEs in different areas and industries (with focus on food & beverage in China and high-tech, clean-tech etc. In India)
- IPR Landscape in China
- Support of Slovenian companies to internationalise in India / China
- EU tools and how entrepreneurs can profit from them etc.