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The Understanding China training programme 2010 launched!

30 employees of business intermediary organisations from across Europe can become experts on China, thanks to the “Understanding China” training programme

Following the successful experience of the first cycle, the Understanding China programme is launching its **second annual training cycle**, aimed at business intermediary organisations – such as Chambers of Commerce, trade promotion agencies, sectoral associations, etc. – wishing to deepen their knowledge on China.

The idea is to provide people that are already helping companies in their internationalisation process on the Asian market (specifically China) with more in-depth and practical knowledge.

The programme is organised in **4 modules** taking place both in the EU and in China. Training courses will be complemented by various practical and social activities to encourage the exchange of best practices, foster networking and deepen the understanding of China.

All necessary information (e.g.: timing, eligibility criteria, etc.) and the application form can be found on the Understanding China website (www.understandingchina.eu). The programme covers all costs related to the training, except for travels and a standard registration fee (500€). Deadline for applications is **30 April**.

Why China?

Over the past decades, China emerged as one of the most important and attractive markets in the world. Doing business with Chinese companies certainly offers vast opportunities, but at the same time poses some problems and challenges especially for small and medium size enterprises (SMEs) that are eager to enter and operate on that market. The Understanding China programme aims to help European companies better understand the Chinese economy and increase their competitiveness on that market.

In addition to the training programme, Understanding China also encourages policy dialogue involving different EU stakeholders. This includes high-level international conferences, SME roundtables, a “China Advisory Council” and an interactive “China Ideas Community” that brings together and evaluates Europe’s research on China.

More information can be found on www.understandingchina.eu or by contacting EUROCHAMBRES (Martina Kuhlmann, Kuhlmann@eurochambres.eu, or Anita Ryczan, Ryczan@eurochambres.eu)



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