

1. Agenda (CET)

09:00 – 09:10	Opening speech Presentation of the EU SME Centre and the Speakers
09:10 – 09:20	Overview of the wine market in China
09:20 – 09:40	Consumer behaviour Main events impacting the wine market in China Covid-19 Australia tariff
09:40 – 10:05	Key regulatory aspects. Trademark, product legal standards and label.
10:05 – 10:25	Distribution. Retail, food service. Traditional and cross border Ecommerce
10:25 – 10:40	Marketing for imported wine in China
10:40 – 10: 50	Q&A

2. About the Experts

2.1. Pablo Recio

Pablo has lived and worked in China since 2005. During this time he has developed a strong knowledge of the Chinese market, in particular relating to food and beverage import and distribution processes and trade barriers, from both a legal and commercial standpoint; and attracting Chinese investment into specific projects or regions.

Currently, he is the managing director of Eibens, company established in China in 2005. It has two offices in Madrid and Beijing. It is focused on the Food and Beverage sector, working with EU SMEs, International trade promotions agencies and public companies. Services include all steps from training, to market intelligence, market entry or commercial follow up. As secondary sectors Eibens also work in cosmetics sector and ecommerce.



From 2012 to 2014 he was the Director of Gold Millennium Beijing. In his previous roles, he worked for public agencies including ICEX (Spanish Institute for Foreign Trade) and Extenda (Trade Promotion Agency of Andalusia), as well as for private companies involved in international trade between Europe and China. Pablo has consulted and advised many European companies engaging in the Chinese market.

Pablo holds a Bachelor in Business from the University of Granada and two Masters Degree in Quality Management and Business Internationalisation.

Pablo Recio is a frequent speaker in business seminars in Europe and China. In the last few years, he has frequently cooperated with the EU SME Centre and organizations such as the [European Union Chamber of Commerce in China](#), [LIAA](#), [FINPRO](#) or [Bord Bia](#) among others.

2.2 Rubén Martínez

Rubén has lived in China for over 4 years, and his career has always been focused on the Chinese market.

He holds a bachelor's degree in Business Administration from the Polytechnic University of Valencia and specialized on international management and business internationalization through different experiences abroad. He also did a 1-year program on Chinese language and business studies at University of international Business and Economics (UIBE) sponsored by the Foundation of the Spanish Official Credit Institute (Fundación ICO).

He has experience working both for public agencies and private companies. He worked at the Commercial Office of the Spanish Embassy in Beijing for the Valencian Agency of Business Internationalization (IVACE) and was part of the export department of a Spanish leading company in the beer and soft drinks industry, being responsible of China and other Asian markets.

In Eibens, he manages the company daily operations related to the development of consulting projects, coordinating team members and activities, conducting field and desk research and elaborating market intelligence reports.