

CROSS-BORDER E-COMMERCE AND THE ROLE OF CBEC PILOT ZONES OPPORTUNITIES FOR SMES

1. Agenda

10:00 – 10:10	Opening speech Presentation of the EU SME Centre and the Speaker
10:10 – 10:45	Module 1: <ul style="list-style-type: none">– Overview of the E-Commerce landscape in China– CBEC regulation, products / services authorised to be traded via CBEC
10:45 – 11:20	Module 2: <ul style="list-style-type: none">– How CBEC Pilot Zones work in China– Review of main FTZ
11:20 – 11:40	Module 3: <ul style="list-style-type: none">– Do's and don'ts of selling cross-border in China– Case studies
11:45 – 12:00	Q&A

2. About the expert ~ Rafael Jimenez

LinkedIn profile: <https://www.linkedin.com/in/massimobagnasco/?originalSubdomain=cn>

Fields of expertise: China Business intelligence, international trade, strategic planning business planning

Position: China Trade & Investment, Enterprise Estonia

With more than ten years' hands-on experience in managing businesses in China, Rafael offers advice to European SMEs interested in developing practical market entry strategies in the country. Following a career at a senior level within the F&B and ICT industry, he arrived in China in 2009 as Director of a Spanish F&B company involved in the restaurant and trade business. He helped the



company set up a Wholly Foreign Owned Enterprise (WFOE) in China, ran operations for three years and led a team of more than 100 employees. More recently, Rafael was the Business Development Expert of the EU SME Centre (2015-2018) and Shanghai Office Director at a Management Consultancy Firm (2012-2015).

Rafael currently works for Enterprise Estonia and he is a guest lecturer at Tallinn University of Technology. Despite his busy agenda, he still finds time to collaborate as speaker in business seminars in Europe and China.