

## KNOWING YOUR CHINESE PARTNER

### 1. Agenda

10:00 – 10:10	Welcome speech and introduction of the EU SME Centre
10:10 – 11:35	<b>Getting ready before getting comfortable: know your China partners</b> <ul style="list-style-type: none"> <li>- Understanding what you want and if you have alternatives.</li> <li>- Getting and staying on the same page.</li> <li>- First fork in the road: background check or full-blown due diligence?</li> <li>- Key information you will need, to make the decision.</li> </ul>
	<b>Understanding records in China</b> <ul style="list-style-type: none"> <li>- The business license</li> <li>- The company chops</li> <li>- Permits and licences</li> <li>- Premises and land</li> <li>- Corporate social record</li> </ul>
	<b>There's nothing like being on-site</b> <ul style="list-style-type: none"> <li>- Visiting the partner's premises and assets</li> <li>- Internal controls.</li> <li>- Values and (company) culture: identifying sabotegers.</li> </ul>
	<b>Getting dirty is better than getting nowhere</b> <ul style="list-style-type: none"> <li>- Frequent dos and don'ts.</li> <li>- Fraud prevention.</li> <li>- Scams and resorts.</li> </ul>
11:35 – 11:45	Presentation by Jim Stoopman (China IP SME Helpdesk)
11:45 – 12:00	Closing remarks and Q&A session



## 2. About the expert ~ Riccardo Benussi

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**Position:** Head of European Business Development @Dezan Shira & Associates



Riccardo is the point of contact of Dezan Shira in Europe, working with businesses to expand and maintain their presence in Asia while liaising with local teams and partners. Before taking on this role, Riccardo was based in Shanghai for over six years and managed an International Business Advisory team for Shanghai, Suzhou and Ningbo. Riccardo assisted foreign investors with strategic advisory.

His industry experience includes manufacturing, heavy machinery and food and beverage. Additionally, Riccardo heads the Italian Desk and co-heads the German Desk. Prior to joining Dezan Shira & Associates, Riccardo Benussi worked on the trademark team at a Chinese IP law firms after gaining experience at an Italian-based IP firm in Rome. Riccardo was previously a post-graduate fellow with the Italian Trade Agency based in Rome and Shanghai on the subject of internationalization of SMEs and IPRs.