**III International Conference “Business with China”**

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| April 3rd |
| Opening | 10.00-10.30 |
| Preparation | Russia and China: business collaboration  | 11.00 - 11.30 |
| Promising directions of trade with China, search for goods and suppliers | 11.30 - 12.00 |
| Chinese regions and manufacture peculiarities | 12.00 - 12.30 |
| Expositions in China | 12.30 - 13.00 |
| Break |
| Suppliers relationship management | Suppliers relationship management: mentality, negotiations, bargains | 14.00 - 14.30 |
| Typical mistakes made by Russian entrepreneurs and ways to avoid them | 14.30 - 15.00 |
| Fraudsters in China | 15.00 - 15.30 |
| How to have control over Chinese and suppliers’ activity? | 15.30 - 16.00 |
| Break |
| Logistics and supplies | Supplies from China system organization | 17.00 - 17.30 |
| Single source contract supplies | 17.30 - 18.00 |
| Small quantity shipping from China | 18.00 - 18.30 |
| Trade financing of supplies or where to find facilities for a massive supply from China | 18.30 - 19.00 |

More information is available on pages 3-4

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| April 4th |
| Customs, logistics, legal platform of business with China  | International contract formulation | 10.00 - 10.30 |
| Customs give the green light: custom clearance and how to avoid troubles with commodities inflow from China | 10.30 - 11.00 |
| Customs and logistics | 11.00 - 11.30 |
| Participants of Foreign Economic Activities’ rights defense  | 11.30 - 12.00 |
| Break |
| Chinese goods sale | Business organization all the way from A to Z | 13.00 - 13.30 |
| Chinese goods sales realization **B2B** | 13.30 - 14.00 |
| Online sales of Chinese goods | 14.00 - 14.30 |
| Tips from leading entrepreneurs on how to do successful business with China | 14.30 - 15.00 |
| Break |
| Business with China realization Practical skills | Optimal scheme of supplies from China consideration  | 16.00 - 16.30 |
| IP-management while collaborating with PRC | 16.30 - 17.00 |
| Own brand industrial management in China | 17.00 - 17.30 |
| Risks minimization | 17.30 - 18.00 |

More information is available on pages 3-4

Business program

**Section «Preparation to business with China”**
**Session 1:Russia and China: business collaboration vector**

* What are perspectives of trade relationships development between two countries?
* What is the main attraction for Chinese business in Russia?
* Issues from Russian and Chinese points of view

**Session 2. Promising trading directions with China, search for goods and suppliers**

* Promising directions of work with China
* Search for goods: from massive to unique
* Supplier selection

**Session 3: Chinese regions and peculiarities of manufacture**

* History of the Chinese economic miracle
* Chinese regions review
* Manufacture peculiarities

**Session 4: Expositions in China**

* Biggest expositions in China
* Canton fair
* When is it necessary to set up for exposition in China?
* How to turn your participation into the most profitable one?

**Section “Work with suppliers from China”**
**Session 1: Work with suppliers, mentality, negotiations, bargains making**

* What do we need to know about Chinese mentality?
* Art of negotiations conducting
* How to talk about price?
* Peculiarities of making deals

**Session 2: Typical mistakes made by Russian entrepreneurs and ways to avoid them**

* Price and quality
* Mistakes and wrong expectations
* Unnecessary risks

**Session 3: Fraudsters in China**

* How not to lose money while providing your first supply?
* How to prevent your business from fraud?
* Typical examples of fraud scheme
* New variations of frauds

**Session 4: Control over suppliers from China**

* Tools of influence
* Audit while production of commodities, formation of goods and dispatch
* Collaboration with trading companies

**Section “Logistics and supplies”
Session 1: How to organize the system of supplies from China**

* Logistic structure
* How much is it for delivering cargo from China?
* Examples of supplies organization
* Supplies optimization capabilities

**Session 2: Direct contract supplies**

* Transaction passport formulization
* Invoice, packing list and consignment
* Delivery and receipt of goods

**Session 3: Delivery of goods from China in small quantity**

* What is the most profitable way to make the delivery of goods from China in a small quantity?
* Logistic structure and average delivery cost
* Keys: delivery for online-shop all the way from A to Z

**Session 4: Trade financing of supplies or where to find financial resources for massive supplies**

* Financing of supplies
* Massive supplies without own investment
* Planning of work with depository institutions while collaborating with international companies

**Section «Customs, logistics, legal basis»**
**Session 1: International contract formulation**

* Signing international contracts
* What is necessary to be included in a contract?
* Problems usually faced by importers

**Session 2: Customs give the green light: how is custom clearance realized and how to avoid problems with importation of goods from China?**

* Custom clearance: “price of risk”, necessary documentation
* What will be the difference in prime price after getting through the customs?
* Difficult situations on customs and their solutions

**Session 3: Customs and logistics**

* Where is the best place for customs clearance?
* How to choose an optimal logistic structure including customs clearance?
* What should you know about innovations in customs?

**Session 4: Foreign economic activity participants’ rights defense**

* What are the risks for foreign economic activity a participant?
* Solutions for controversial questions with the Chinese
* Financial business and its lawfulness
* Court system in China

**Section “Chinese goods on sale”**
**Session 1: Business organization all the way from A to Z**

* Selection of goods
* Analysis of supply pattern
* Consideration of keys from purchase to sale

**Session 2: Sales system formation in B2B sector**

* Wholesale organization
* Positioning and offer
* Sales specification in B2B sector

**Session 3: Sale of Chinese goods via the Internet**

* Modern solutions for online sales
* Experience in internet promotion of product
* Pricing policies and wars
* Examples of online shops successfully working with China

**Session 4: Secrets of successful entrepreneurs or how to do flourishing business with China**

* Stories of success from Russian companies
* Key factors of success
* How to understand the mentality of Chinese and establish reliable partnership?
* Cost saving while working with China

**Section “Business with China practical skills”**

**Session 1: Analysis of an optimal logistic structure**

* How to minimize costs while providing supplies from China?
* Examples of optimal schemes of supplies organization to the separate regions
* Optimization as a competitive advantage

**Session 2: New brand announcement intellectual property protection**

* Brand: yours or not?
* How to protect intellectual property while working with China?
* How to introduce your own brand in China?

**Session 3: Production with own brand**

* OEM/ODM production in China
* How to launch manufacturing in China?
* Examples of projects realization
* How much of profit is there while manufacturing in China

**Session 4: Risks minimization**

* Risks minimization while delivering
* Risks minimization while selecting a supplier
* Risks minimization when you become involved in a new activity area connected with China