

# Chinese ICT Market Seminar

Sokos Hotel Viru (Viru Väljak 4)

September 7, 2017

- 8.45 – 9.00 Registration and coffee
- 9.00 – 10.30 China ICT market overview:  
Li Jiao, EU SME Centre
- The current state of the Chinese ICT market, its structure and key players
  - Opportunities on the ICT market for SMEs
  - Government strategy and regulations
  - How to find a right market entry model for me
  - Developing business and finding partners in China
- 10.30 – 11.00 Coffee break and networking
- 11.00 – 12.00 IPR protection training session:  
Michal Klaczynski, China IPR SME Helpdesk
- 12.00 – 12.30 Case study: Using Singapore to enter the Chinese high-tech market  
Tommi Saarela, Plugit
- 12.30 – 13.00 Q&A Session, Networking

Starting from 14.00, **upon registration only:** one-on-one consultations with experts:

Li Jiao, EU SME Centre and Michal Klaczynski, China IPR SME Helpdesk

**Please register for the seminar as well as for the consultations at [kai.kreos@eas.ee](mailto:kai.kreos@eas.ee) until **31.8.2017****

Both the seminar and the consultations will be held **in English**.

The seminar is financed from the European Regional Development Fund.

For further information, contact Kai Kreos ([kai.kreos@eas.ee](mailto:kai.kreos@eas.ee))



## Experts:

**Li Jiao:** Lawyer, EU SME Centre



Li Jiao specializes in corporate, contract and international investment law.

She earned a bachelor degree in law from Shandong University in China in 2004 and a master degree in International Business Law from VU University Amsterdam in 2010. She passed the Chinese bar exam in 2005 and was admitted to Chinese bar in 2007.

From 2005 to 2009, she worked with a Chinese domestic law firm in Jiangsu Province. She joined HIL International Lawyers & Advisers Amsterdam office in 2010 and since then has advised clients in various industries on general corporate, contract, FDI and M&A issues. In addition, she has advised leading tech companies with licensing activities and cooperation projects with Chinese companies.

**Michal Klaczynski:** External expert, China IPR SME Helpdesk



Michal Klaczynski has over ten years of experience in both Polish and international practices and now runs his own consulting firm specialising in international transactions and regulatory matters, including assistance in Chinese business and IP related matters.

His expertise includes IP law, in particular - copyright law, trade secrets, trademarks, as well as negotiating licensing, manufacturing and distribution agreements in international context.

Michal graduated from Harvard Law School (LL.M.) and Jagiellonian University; Poland. He studied at Sichuan United University (Chengdu, China), and is currently working on his doctoral degree in international law.

**Tommi Saarela:** CEO, Plugit



Tommi Saarela has a long experience in leading positions in business development and business operative management. His expertise includes new product and service development as well as marketing and DFMA to name a few. During the past 15 years he has worked in companies such as Nokia and Eximia along with founding and partnering in software developing and business consulting companies.

Saarela is one of the founders and currently the CEO of Plugit, a provider of solutions for charging electronic vehicles. The company has been operating since 2012 and as of now, the company has installed over 500 charging devices to different Finnish corporate and public locations. Among Plugit's partners are BMW, Mercedes Benz and Volvo.

In addition to the Finnish market, Plugit has been working actively in Asia, especially in Singapore and China. Saarela's experience in the area will provide the audience a valuable case study about the practical side of market entry in the area.

