

# China 2019 and beyond: what should you know?

Location: Radisson Blu Hotel Olümpia (Liivalaia 33, Tallinn)

Time: March 14, 2019

## Agenda

- 09.00      **Registration and morning coffee**
- 09.30      **Introduction and opening words**  
*By Kai Kreos, Head of Asia Information Centre*  
Why China?  
How can EAS and Asia Information Centre help you to enter the Chinese market?  
What are our plans for 2019?
- 09.40      **China changes fast. You need to move faster**  
*By Ekaterina Kuroedova, China Policy, Business Development Manager*  
Policy changes that influence business opportunities with China.  
Which policy changes are relevant for improving your business with China?  
What can we expect from 2019?
- 10.40      **Coffee Break**
- 11.00      **The nuts and bolts of China's Imports**  
*By Rafael Jimenez, Project Manager for China (Asia Information Centre)*  
A full description of China importing needs. Where does Estonia supply chain fits? Products? Services? Which ones?
- 11.20      **Life Sciences in action. Case Study**  
*By Solis BioDyne CEO*  
The imported market of reagents in China is about EUR 1500 million. How an Estonia company is competing in China? Estonian company of life sciences Solis BioDyne explains its path to China
- 11.45      **Insights from China and upcoming events**  
*By Pirgit Laanpuu, Trade Advisor in Beijing (EAS)*
- 12.00      **Q&A and networking**

Registration for the seminar is open on the event page **until March 8th**.

The seminar will be held in English.

The seminar is funded by the European Regional Development Fund.

For further information, please contact Rafael Jimenez ([Rafael.Jimenez@eas.ee](mailto:Rafael.Jimenez@eas.ee)) or Kai Kreos ([Kai.Kreos@eas.ee](mailto:Kai.Kreos@eas.ee))



## Speakers



Ekaterina Kuroedova

Trade policy research manager at Beijing-based advisory China Policy, Ekaterina combines extensive familiarity with Chinese institutional and government structures with detailed knowledge of trade and industrial policy, giving her keen insight into how top-level policy translates into on-the-ground action. Since 2015 Ekaterina has been managing the EU-funded project: EU-China Legal Economic Reform Agenda. The project supports the realisation of the the EU-China 2020 strategy. It reinforces EU bilateral trade and economic engagement with China by improving the policy and regulatory framework for trade and investment, facilitating bilateral dialogues and promoting a level-playing field for EU businesses. Previously, she worked as project manager at China Technology Exchange (CTEX), a government technology transfer office in Beijing's Zhonguancun tech hub.



Simon Robberts

Simon Robberts is the Business Development Manager of Solis BioDyne, a company that has been developing and producing life science reagents since 1995, and that has become one of the leading reagent suppliers in Europe today. High standards for production and service have made Solis BioDyne a trusted trademark worldwide. The company is also active in the Chinese market and will share their story about entering the Chinese market at the seminar.



Rafael Jimenez

With 10 years of experience in China, Rafael is currently the project manager at Enterprise Estonia for China. Previously, he was the Business Advisor for EU at the EU SME Centre in Beijing, where he helped a number of companies to enter the Chinese market. Rafael has in-depth knowledge of the Chinese economy and has worked with different sectors helping them to successfully do business in China.



Kai Kreos

Kai Kreos leads the Asia Information Centre at Enterprise Estonia and coordinates the services provided for Asian markets. She has lived in China of which she has in-depth knowledge. Her areas of expertise include modern logistics, advanced e-commerce and ICT. She is responsible for coordinating ongoing projects with Asian countries, consulting governmental institutions and companies.



Pírgit Laanpuu

Pírgit drives Estonian trade and investment activities at the Estonian embassy in Beijing. She has lived in China since 2010 and was running her own business in Shanghai before joining Enterprise Estonia in 2018. She has in-depth knowledge about the Chinese market and the regulations and opportunities there.