

# Süsteemne eksport Hiina: Hiina majandus

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Location: Metropol SPA Hotel, Tallinn  
Time: 31st of October

## Speakers



### Mr. Rafael Jimenez

**Speaker. Course Content Creator. Facilitator. EAS Asia Information Centre, previously, at the EU SME Centre in Beijing.**

Rafael joined Enterprise Estonia's Asia Information Centre in 2018 and has previously worked for years as a Business Advisor at the European Union SME Centre in Beijing, where he consulted a large number of companies and helped them to successfully do business in China. 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, he was Shanghai Office Director at a Management Consultancy Firm. Born in Spain, Rafael holds a bachelor of Physics.



### Mr. Jay Xu

**Speaker. Facilitator. CEO and Entrepreneur in China. FMCGs and Technology. Business interests in the EU. Estonia e-resident**

Jay Xu is the founder and Managing Director of the Fortune Park (Beijing) Trading Co., which is specialized in the import and distribution of food and beverage, food supplements and cosmetics products from European countries. He is also the Managing Director of two investment advisory companies based in Beijing and Estonia, which provide consulting services to Chinese and EU entrepreneurs and investors on international M&A projects and "One Belt, One Road" projects. He is one of the leading researchers on China's policies and practices for Cross Border E-Commerce and Free Trade Zone, China Pakistan Economic Corridor (CPEC). He has served as Business Advisor for EU-China Joint Innovation Center (EUCJIC) since February of 2016 and has been working on a few initiatives with several municipalities and incubation centers of China to promote the technology transfers.

Mr. Xu has started his career with Sumitomo Corp. in the field of international trade, then moved on to work for EMC, Schlumberger, Orica respectively in which he held management positions in both China and USA. He was the CEO of China and New Zealand Business Council from 2009 to 2011. Jay has a bachelor degree from University of International Relations, China and a MBA degree from University of South Carolina, USA

**Ms. Johanna-Riinu Annuk**

**China Systematic Export program manager. Co-ordinator. Facilitator. Studied in China, job experience in China, legal and start-up scene. EAS Asia Information Centre**



Johanna has been working for Enterprise Estonia for a year but joined officially this August. Previously she has done an internship at one of the top Chinese Law Firms in China, Shanghai where she worked as a legal assistant on different tasks such as reviewing of a contract manufacturing and supply agreement according to Chinese law, drafting of contract clauses based on Chinese law, presentation on Chinese labor law and compliance in China. She has also made researched the new Chinese foreign investment law. Drafted Newsletters and made translations. Besides, she has participated in two different startup programs one in Shenzhen and the other one in Toronto. Johanna has studied in China, Thailand and The Netherlands where she started to major in International Business for Asia.