

Systematic Export to China: From Courtesy to Flexibility and Attitude

Location: Metropol SPA Hotel, Tallinn
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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. Gabor Holch

Mr. Holch is an intercultural leadership coach, consultant, speaker and author specialised in East-West executive assignments and business relations. He supports corporate executives and public-sector leaders in succeeding across national and cultural boundaries instead of getting lost in translation.

Gabor believes that with the right approach, skills and habits, leaders can turn confusion over conflicting national, local and corporate cultures into clarity and opportunity. Cuisines and costumes differ, but we are all human.

An expat since age 4, Gabor developed his passion for cultural diversity into an early career in diplomacy before he transitioned to consulting. He moved to China in 2002 and became the first foreigner granted a Certified Management Consultant degree in Mandarin

Chinese. In 2005 he founded his Shanghai-based business, Campanile Management Consulting.

He has advised, coached and trained leaders for 100+ clients in 25+ countries through his own firm, partner consultancies and the business academies of half a dozen multinational corporations. He has spoken at conferences and corporate events, and lectured at business programmes in Europe and Asia. He currently splits his time between his Shanghai base and international jobs, mainly in the Asia-Pacific and Europe.

Gabor holds degrees in languages, international relations and diplomacy, a Certified Management Consultant (CMC) degree and certifications in several assessment and coaching methodologies. He has written three books and published about a hundred articles for academic and business publications.



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.