Delegation Chamber of Commerce of Luxemburg

Summary

On November 9, EU Sino participated to a seminar and panel discussion organized for a delegation from Luxemburg companies organized by the Chamber of Commerce of Luxemburg at the occasion of the China International Import Expo (CIIE).

During the seminar, Luc Decker, Consul General of Luxemburg in Shanghai, confirmed the massive scale of CIIE and the heavy organization it required from both Chinese governmental organizers and foreign authorities and companies. While it was organized with a heavy hand, unlike other more commercial fairs and tradeshows in China, CIIE is expected to be successful to the extent that many state-owned enterprises will have placed purchase orders for goods or will be placing them with after.

In the panel discussion that followed, and co-organized by EU Sino and BenCham, the conversation went over the challenges and opportunities of importing into China.

Sun Liang, from Generate, highlighted that distribution channels in China complex to manage and that it is important for the exporters to know how to do so. One of the solution adopted by some importer is to structure China distribution with a master distributor managing a hierarchy of secondary channels.

Liam Jazcii, from EU SME, indicated that a recent company survey they contributed to perform shows two third of the polled European companies have seen better result last year. It is another positive sign that, in spite of all reported difficulties, China remains attractive.

Phillipe Snel, from DeWolf and Partner, confirmed that in areas such as IPR protection, the rules of the game are no longer a real problem and that companies are able to take actions to protect themselves to a great extent.

Earlier in is speech, Luc Decker had already corroborated the fact that China is conducting economic reforms toward an increasing level-playing field, even is not all foreign invested companies can detect.

Jay Xie, from WebPower, has a great conclusion: “China has huge niches for companies to catch, do not be terrified by China, but be serious about entering into the market.”