



CHINA IPR  
SME HELPDESK

## Best Practices for EU SMEs in China's Food & Beverage Industry - Customs, Labelling and IP Issues

Tuesday 3 December 2013, 9.00am – 11.15am  
Marriott Beijing Northeast



China became the world's largest importer of agricultural products in 2012 and, despite a fragmented distribution infrastructure and strict rules on food safety and labelling, opportunities for European F&B companies will continue to increase.

It is in this context that the **EU SME Centre** and the **China IPR SME Helpdesk** are inviting you to a panel discussion on how EU SMEs can manage their F&B business successfully in China. Aspects discussed will include:

- the key players, laws and standards in the customs process;
- labelling requirements;
- protection and enforcement of IPR;
- lesson learned, best practices and tips for smooth importing.

You will receive practical advice from our China experts and have the opportunity to book a one-to-one consultation session with one of the experts.

This event is open to all EU SMEs and intermediaries such as chambers of commerce, embassies and trade promotion agencies.

[Click for more information](#)

This event is supported by



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To register, send an [email](mailto:info@eusmecentre.org.cn)

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