

DISCOVER

CHINA

TUESDAY 2 JULY 2024

**13:45 - 14:00** Registration at the venue**14:00 - 14:20** Opening Remarks

Ms Vicky MAKRIGIANNI, Director, International Relations & Regional Policy, SEV

Ms Sofia KOUNENAKI EFRAIMOGLOU, President, ACCI

Dr Marinos GIANNOPOULOS, CEO, Enterprise Greece

Mr Panayiotis HASSAPIS, Executive Vice-President, SEVE

Mr Davide ORLANDI, EU Partnerships Manager, EU SME Centre

14:20 - 14:30 Special remarks

H. E. Mr Xiao JUNZHENG, Ambassador of the People's Republic of China

Ms Ioanna MPANTELI, Counsellor for Economic & Commercial Affairs, B5 Directorate, Hellenic Ministry of Foreign Affairs

14.30 - 14.50 Get to know China, practical tips for market entry

Mr Alessio PETINO, Business Advisor, EU SME Centre

14.50 - 15.05 Doing Business in China _ Building intelligent ecosystems for Business beyond borders

Ms Eleni ALMPANTI, i-Services Senior Officer, Eurobank

15.05 - 15.25 Understanding China's Food and Beverage Market: Opportunities and Challenges

Mr Alessio PETINO, Business Advisor, EU SME Centre

15.25 - 15.45 How to protect your IP rights in China

Ms Catherine Heng Yee HUYNH, China IP SME Helpdesk

15:45 - 16:00 Q and A session**16.00 - 17.00** Networking Lunch