



CHINA IPR  
SME HELPDESK



HOW WELL PREPARED ARE YOU TO SELL ONLINE IN CHINA?

The EU SME Centre is a European Union initiative that provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China. We have a network of over 170 experts worldwide, providing advice and business support covering areas including business development, law, standards and conformity and human resources. Collaborating with internal and external experts in multiple industries, the Centre converts valuable knowledge and experience into practical business tools and services.

The China IPR SME Helpdesk, a European Union funded project that supports European Union SMEs with both protection and enforcement of their Intellectual Property Rights (IPR) in or relating to Mainland China, Hong Kong, Macao and Taiwan through the provision of free information and services. These take the form of jargon-free, first-line, confidential advice on intellectual property and related issues, IP-related trainings and training materials as well as online resources. As of September 2018, China IPR SME Helpdesk's services expand also to the SMEs from COSME countries.

This tailor-made training workshop has been designed based on the needs of the Hungarian Chamber of Commerce and Industry. A tentative agenda is provided as follows, however, subject to final agreements with all parties:

09:00 – 09:05	Welcome speech by a representative from the Hungarian Chamber of Commerce and Industry
09:05 – 09:10	Presentation of the EU SME Centre and the Speaker
09:10 – 09:40	Module I: <ul style="list-style-type: none"><li>– What makes China online different from Europe?</li><li>– Background to setup and growth of CBEC since 2008</li><li>– Chinese firewall</li><li>– Google vs Baidu and Twitter vs Weibo</li></ul>

09:40 – 10:10	<p>Module II: Factsheet overview</p> <ul style="list-style-type: none"> <li>– If you are not online its nearly impossible to have a presence in China</li> <li>– Figures on CBEC. How COVID-19 is shifting the market yet again</li> </ul>
10:10 – 10:30	<p>Module III: website vs platform</p> <ul style="list-style-type: none"> <li>– What platforms are best for your product?</li> <li>– How easy is it to get onto these platforms?</li> <li>– Once online, what do you need to do?</li> </ul>
10:30 – 10:50	<p>Module IV: CBEC</p> <ul style="list-style-type: none"> <li>– Facts, pitfalls, case studies and first steps</li> <li>– Customs, logistics, ,and warehousing</li> <li>– Marketing and live streaming / KOL</li> </ul>
10:50 – 11:00	Closing remarks and Q&A session I
11:00 – 11:05	Presentation of the China IPR SME Helpdesk Centre and the speaker
11:05 – 11:50	<p>Module V: IPR protection in E-Commerce</p> <ul style="list-style-type: none"> <li>– The importance of IP Protection when internationalising to China</li> <li>– What types of IP are relevant in e-commerce</li> <li>– E-commerce Law of 2019</li> <li>– Role of new technologies in IP protection on e-commerce platforms</li> <li>– Enforcing your rights against infringers on e-commerce platforms</li> <li>– Case studies</li> </ul>
11:50 – 12:00	Closing remarks and Q&A session II

## 1. About the experts

**Expert's name:** Felim Meade

**LinkedIn profile:** <https://www.linkedin.com/in/felim-meade-3264a771/>

After six years researching and selling on Chinese online platforms via Emerald Green Baby I have set up Emerald green consulting with another partner. He now offers all his practical experience and ongoing sales knowledge to other "China ready" companies within the EU. Not only has he the knowledge of how to sell but he is continuing to retail market and fulfill orders daily from three Chinese based online stores.

Felim also still owns and runs twelve food operations in Dublin employing over a hundred people and has 10-years work experience with Coca-Cola, Guinness and Ireland’s largest retailer Dunnes stores. The core of his success in China is bringing his retail experience managing projects with Chinese partners.

While he lives in Dublin, Felim travels every eight weeks to China as well as extensively in Europe assisting companies to access the Chinese market.

**Expert’s name:** Mr. Matias Zubimendi, IP Business Advisor (TBC)

**LinkedIn profile:** <https://cn.linkedin.com/in/matias-zubimendi-35605873>

Mr. Matias Zubimendi is the IP Business Advisor at China IPR SME Helpdesk, where he advises European SMEs on intellectual property rights matters. Mr. Zubimendi holds a Master’s degree in Chinese Civil and Commercial Law from Peking University as well as a Master’s degree in Intellectual Property Law from Austral University in cooperation with the World Intellectual Property Organisation. Mr. Zubimendi has a strong background in both business development and intellectual property rights protection, having previously worked as a China Business and Legal Consultant at Terragene, where he focused on business development and as a Director of Legal Affairs at Conquer Europe. Previously, he has also worked as a Patent and Trademark Attorney at Phoebus Abogados and Mazzeo & Canet, where he represented SMEs as well as Fortune 500 companies.

Mr. Zubimendi has given lectures at various conferences including the Ibero-American Conference on Chinese Studies and published several articles including “The legal protection of intangibles in the video games industry”. As a Professor Assistant, he has also given lectures on Commercial Law and Procedural law, while focusing on Copyright and AI in his research. Mr. Zubimendi is a native Spanish speaker fluent in English.