

Session 2 : How to get started

In session 2 in our series of webinars “Navigating the Chinese Market: A business roadmap for Belgian companies”, we will discuss how to get started on the Chinese market.

What does the general business environment look like in China? How do you conduct market research in a cost-efficient way and find and screen trading partners in China?

Credendo, a European credit insurance group, will delve into the specific country risks for China and which credit solutions or export financing solutions they can offer Belgian companies. Horsten International will explain how to set up and implement a China strategy.

Please find the agenda of our webinar below:

11:00-11:10: Opening remarks by Mr. Bernard Dewit, Chairman of the BCECC

11:10-11:40: “How to conduct market research in China in a cost-efficient way and implement a China strategy” by Mr. Bart Horsten, Managing Director of Horsten International

11:40-12:10: “Country risk analysis for China and credit solutions” by Mr. Wim Bosman, Business Development Specialist of Credendo

12:10-12:25: Q&A session

12:25-12:30: Closing remarks by Mr. Bernard Dewit, Chairman of the BCECC