



Food from Finland China Coaching Day Program

- 9:00-9:15** **Registration to Webinar, or to Team Finland house**
- 9:15-9:30** **Finnish food and beverage export statuses update**
Riitta Rahkila, Senior Officer, DVM, PhD, Finnish Food Authority/ Ruokavirasto
- 9:30-9:45** **Business Finland funding for export to China**
Pirjo Hakanpää, Advisor, Innovation funding, SME & Midcap Consumer Business, Business Finland,
- 9:45-10:45** **Export compliance to China**
Raymong Ng, Business Development Manager, Acestra Consulting Company
- 10:45-11:00** **Break**
- 11:00-12:00** **Marketing and Branding in China for Finnish F&B**
Pablo Recio Gacio, Eibens Consulting Ltd
- 12:00-12:30 Lunch break
- 12:30-13:00** **Marketing and Branding in China part 2**
Pablo Recio Gracio, Eibens Consulting Ltd.
- 13:00-13:45** **China: An E-commerce Powerhouse**
Mikko Hänninen, Researcher and Doctoral Candidate, Aalto University School of Economics
- 13:45** **End of webinar**
- 13:50-15:00** **Meeting with speakers in Team Finland house, no appointment needed.**

Please see below the speaker profiles!



Raymond Ng

Mr. Raymond Ng (Msc, BA) is a Food Regulatory Affairs Consultant at Acestra with Master's degree from University of Nottingham and has extensive knowledge on Chinese food, cosmetics & feed additives (*incl. pet food*) import & export regulations. His research specializes in China's governmental policies including the changes in Chinese regulations and its impact on international businesses. Mr. Ng will share with you the registration & importation procedure and highlight important areas to be particularly concerned about. He has vast insight and practical experience in dealing with Chinese regulatory obligations and looks forward to sharing his knowledge.

Raymond will introduce the following topics:

- China F&B Compliance and Market Access Requirements
- Key lessons learned from China customs rejected cases
- Overview of China Government Departments & Responsibilities
- China Food Standards
- Importation Procedure
- Health Supplement Regulations • Cross-border E-commerce Policy
- China Labelling Case study



Pablo Recio Gracio

Mr. Recio has lived and worked in China since 2005. During this time, he has developed a strong knowledge of the Chinese market, in particular relating to food and beverage import and distribution processes and trade barriers, from both a legal and commercial standpoint; and attracting Chinese investment into specific projects or regions.

Currently, he is the managing director of Eibens, company established in China in 2005. It has two offices in Madrid and Beijing. It is focused on the Food and Beverage sector, working with EU SMEs, International trade promotions agencies and public companies. Services include all steps from training, to market intelligence, market entry or commercial follow up. As secondary sectors, Eibens also work in cosmetics sector and ecommerce.

From 2012 to 2014, he was the Director of Gold Millennium Beijing. In his previous roles, he worked for public agencies including ICEX (Spanish Institute for Foreign Trade) and Extenda (Trade Promotion Agency of Andalusia), as well as for private companies involved in international trade between Europe and China. Pablo has consulted and advised many European companies engaging in the Chinese market.

He holds a bachelor's in business from the University of Granada and two master's degree in Quality Management and Business Internationalization.

Pablo Recio is a frequent speaker in business seminars in Europe and China. In the last few years, he has cooperated with organizations such as the [European Union Chamber of Commerce in China](#), the [EU SME Centre in Beijing](#), [LIAA](#), [FINPRO](#) or [Bord Bia](#) among others.



Mikko Hänninen

Mikko Hänninen is a Doctoral Candidate at the Department of Marketing at the Aalto University School of Business, Espoo, Finland. He is a recognized expert on the recent trends in retail and e-commerce. In his research he has concentrated on understanding the opportunities and challenges provided by new digital business models and services across the retail and consumer services sector. Theoretically, Mikko's research interests focus on understanding the implications of the intertwining of humans and technology on both the micro- and macro level dynamics of the society around us. Mikko has worked with numerous companies in his research from startups to large multinational companies both in Finland and abroad. His research has been published in journals such as Journal of Retailing and Consumer Services, International

Review of Retail, Distribution and Consumer Research and the Baltic Journal of Management and he regularly appears in the media as an expert commentator and columnist.

Mikko will cover the following key points in this presentation on Coaching Day China:

- Overview of Global E-Commerce Developments (USA, Europe, China)
- Key Trends and Developments in the Chinese E-Commerce Market
- Alibaba Group and E-Commerce Marketplaces
- How Finnish Companies Can Utilize Chinese E-Commerce Marketplaces?