

## Navigating Tradition and Innovation

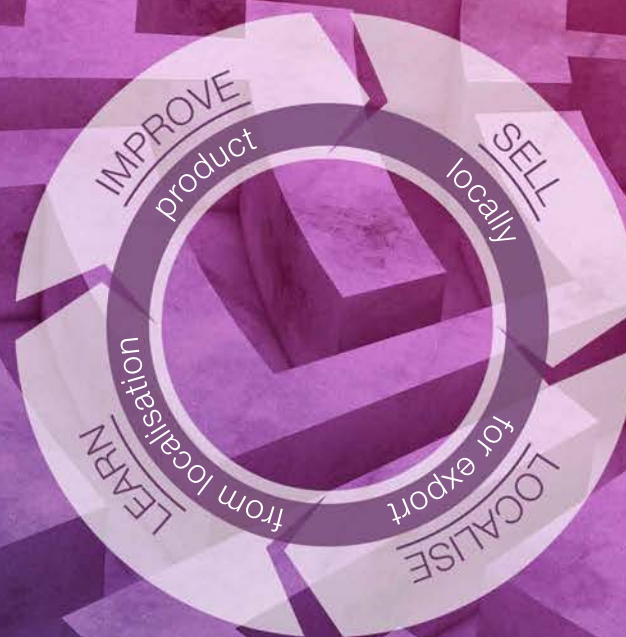
### Furniture and the Design Industry in China

Are you a European SME in the furniture and design industry looking to understand new supplier or customer relationships in the furniture sector in China? Learn to build trust across cultures with new partners while protecting your intellectual property.

Want to participate or get more information?

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Fully sponsored event;  
you only need to arrange  
flights to and from China



## Guangzhou/Shanghai

March 18th-23rd, 2018

We will take you through...

- The 41st China International Furniture Fair
- Panel discussions:
  - Smart living in limited space
  - Western producers and Chinese tastes
- Organised visits:
  - Traditional furniture producer
  - Living-fashion publishing house
- Discussions:
  - Fashion journalists
  - Marketing experts
  - Intercultural training



Financed by the  
Horizon 2020 programme  
of the European Union

## What we start you with

# Starters

### Training

Use our expertise to receive tangible advice applicable to the furniture industry and China.

### Mentoring

Savour the experience of someone who has done business in China.

### Group support

Enjoy this group experience where you can share your encounters in China with your peers.



## What you will learn

# Mains

### Trust building

Understand how to build business relationships in China with practical dos and don'ts on social etiquette and expectations.

### Negotiating

Get a better deal from suppliers and partners by understanding how social cues reveal a negotiating position.

### Protecting intellectual property

Understand how you can share information without jeopardising your valuable property.

### Innovating through the value chain

How to localise your products, but also learn how to feed those ideas into product development for Europe.

## How you will improve

# Afterers

### Reduced friction

Enjoy smoother relationships with your value chain and business partners.

### Publicity

As a part of a public programme, your experiences will be talked about in various networks.

### New networks

Build valuable networks in Europe and China as a part of the programme.

### Better products

Take better advantage of the knowledge in your value chain and with your partners without compromising your IPR.