

Get to know the booming Chinese construction industry

Innovative solutions for the sector of construction machinery in China



Shanghai

November 25th-December 1st, 2018

We will take you through:

- bauma CHINA
- Visits to Chinese companies to talk about local innovation and market trends
- Insights into support mechanisms for European SMEs in China
- Training on Chinese business culture
- Agenda to come! Stay curious!

The programme is fully sponsored, you only have to cover the costs for your flights to and from China and your visa fees.

Are you a European SME in the construction machinery industry looking to understand new supplier or customer relationships in China? Join our culture journey where we meet with local companies as well as guide you through the bauma CHINA. We help you to present yourself in a Chinese context.

Want to participate or get more information about this culture journey?

Find the application form here:
<https://cubein.eu/content/culture-journey-application-form>



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Learn about doing business in the Chinese market

Learn about innovations on the Chinese market

Training

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

Trust building

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

Innovating through the value chain

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

Market Insights

We provide you with knowledge on the construction sector from our local experts.

Negotiating

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

Protect your intellectual property

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

Group support

Share your encounters in China with other European participants.

Better products

Take better advantage of the knowledge in your value chain and with your partners.

New networks

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