



EU4SPORTS
CLUSTERS ALLIANCE

Trade mission to 中国 from 13-16 February 2017



Join our trade mission within the *EU4SportsClusters Alliance* European project. Meet potential prospects and catch the opportunities that the Chinese market offers!

To register, please contact:

Montse Centellas
Export Manager
INDESCAT

mcentellas@indescat.org

Why the Chinese market ?

Sport has always played an important role in Chinese society, a real system of values including loyalty, conformity, team spirit, cooperation and discipline.

One of the main aims of the Chinese government is to organize and participate in major international sports events, and assist the hosting of such events in China, promoting elite sports in turn.

Having hosted many world championships along the past years, China will become the first country in the world in organising both Summer (2008) and Winter Olympic Games (2022).

The Winter Olympic Games will be held in Beijing, a capital with an exceptional history and culture, while Yanqing and Zhangjiakou will offer a natural beauty paired with stunning views of the Great Wall, which would create a striking stage to showcase winter sports to audiences around the world.

Previous Workshop:
22 November

Mission and B2B meetings
13-16 February

Visit to ISPO Beijing
16 February

Take
advantage of
on-demand
organization

We offer:

- Market study of sports in China
- Visits to your targeted prospects in study tours
- BtoB meetings on demand
- Continuous and personalized follow-up of your contacts with professionals on site after the mission



Partners





Projected timetable

Program provided for information only, subject to change

**Mon
13 & Tue 14
February**

Welcome meeting: Belgium, Catalan, Dutch and French clusters (introduction partners, program mission, market information)

Collective visits. Organization of the study tour: China National Sports Group, China Sports Industry group, China Olympic Sports Industry, etc.

**Tue 14 Feb,
Wed 15 Feb &
Thu 16 Feb**

Individual meetings. Organization of B2B meetings

Winter sports facilities for Beijing, Zhangjiakou and Yanqing; sports goods distributors and retailers; sports events organizers; sports clusters, federations, clubs, tour-operators interested in organizing "Sporting visits from China to Europe"; Research Centers; Public Administrations, etc.

**Thursday
16 February**

Visit to ISPO Beijing and Alpitec China

- Visit to both fairs and attendance to possible conferences
- End of the trade mission and return trip of European companies

北京



National Aquatics Center



Winter infrastructures

Opportunities for cooperation

This trade mission aims to introduce you to local companies targeted to your goals.

Thus you can:

- Acquire knowledge of the Chinese market, and step yourself into the local business environment
- Get detailed information about your sector and the country
- Evaluate opportunities to develop your business in China
- Implement a business development strategy in this area.



Beijing's National Stadium