

Agenda

**Eastern European Time – EET*

10:00–10:20

Opening remarks

- **Davide Orlandi**, EU Partnerships Manager, EU SME Centre
- **Momchil Stanishev**, Director of APACCCEEC, Ministry of Agriculture and Food of Bulgaria (tbc)

10:20–11:00

Introduction to the Chinese cosmetics market

11:00–11:30

Success stories: European cosmetics manufacturers establishing a presence on the Chinese market

11:30–12:00

Regulatory requirements on the Chinese cosmetics market

12:00–12:30

Intellectual property rights – how to register a trademark and navigate IPR issues for cosmetics products in China

12:30–12:40

Q&A session

12:40–12:50

MoU signature announcement between APACCCEEC and the EU SME Centre

12:50–13:00

Closing remarks