



# Ambition China

## how to get it right



## Invitation

Do you want to know why 80% of businesses fail when entering China? If you are interested in understanding how to enter and navigate this market, our half day session will provide practical information and deep insights from experienced market experts and entrepreneurs to help you become Chinable! Details on the macroeconomic trends, business environment, financial considerations, and how business was won will be shared on the day.

Hear from Peter Pronk, Director of EU SME Centre in China. Originally from the Netherlands, Peter has been involved and working with China since 1995. Over the years he has gained strong knowledge and built up a strong network within the Chinese business and SOE environment. His experience crosses many sectors directly and through his own consultancy firm. Peter will highlight the difference of cultures and habits between China and the “West”, discuss the key reasons why Western companies fail in China and give tips and advice to use during the process of market entry in China.

**Dublin** Monday, 27 May 2019 | 09:00 - 13:00 |  
Enterprise Ireland, The Plaza, East Point Business Park, Dublin 3

**Cork** Tuesday, 28 May 2019 | 09:00 - 13:00 |  
Enterprise Ireland, Industry House, Rossa Avenue, Bishopstown, Cork

To register your attendance contact [mary.kinnane@enterprise-ireland.com](mailto:mary.kinnane@enterprise-ireland.com)

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