

THE EU SME CENTRE

Are you ready for china?

Renzo Isler
Project director



İSTANBUL
CHAMBER OF INDUSTRY



Business Support on Your Doorstep

About the Centre

- The EU SME Centre is an EU Commission funded project operating since 2010 to help European small and medium-sized enterprises (SMEs) in getting ready to do business in China.
- Currently in its third phase the project runs for 18 months from October 2020 to March 2022.
- Helps EU SMEs prepare to do business in China by providing a range of information, advice, training and support services.
- An official member of Enterprise Europe Network (EEN).
- Partnered with over 270 government agencies and business support organisations in Europe and China.
- Local office in Beijing.
- Implemented by the following four chambers of commerce and one business council:

Our services



KNOWLEDGE CENTRE

Nearly 200
comprehensive
market reports,
guidelines and case
studies



ADVICE CENTRE

Practical and
confidential advices on
business development,
market access, legal
issues and HR



TRAINING CENTRE

Face to face and online
training program raise
EU SMEs' awareness of
China related business
issues



SME ADVOCACY PLATFORM

Providing coherent,
consistent and consolidated
voice for EU SMEs via the
Inter-chamber SME Working
Group at the EUCCC

Knowledge Centre



Online Publications

Nearly 200 market reports, guidelines and case studies available to download from our website.

Thematic Reports

Insights into key industry sectors for European SMEs, such as healthcare, food & beverage, environment and green tech, and manufacturing; as well as cross-cutting issues such as cross-border e-commerce, taxation and HR.



For more information, visit:

<https://www.eusmecentre.org.cn/knowledge-centre>

Advice Centre



ASK-THE-EXPERT



Register | Login

SELF-DIAGNOSIS · KNOWLEDGE · ADVICE · FAQ · TRAINING · ADVOCACY · PARTNERS · CALENDAR · ABOUT

EU SME Centre
Phase III launched



A project funded by the European Union

GET READY
FOR CHINA

Do you have a question
about China?

ASK OUR EXPERTS!


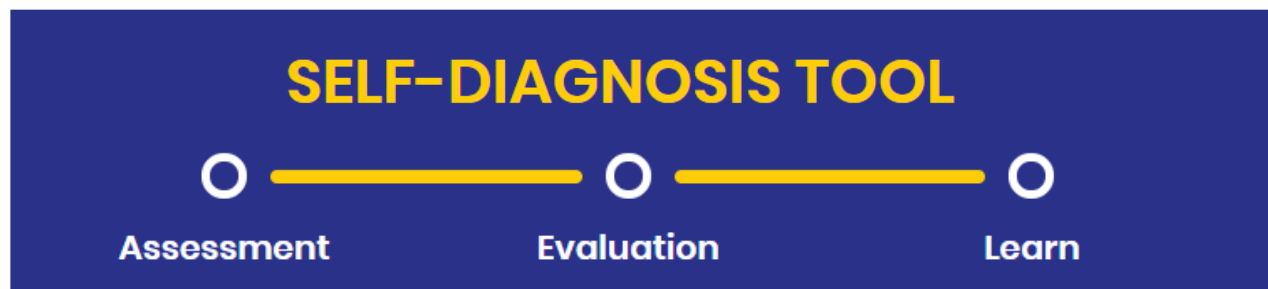
For more information, visit:
<https://www.eusmecentre.org.cn/expert>



Advice Centre




Online tool that allows you to gauge your readiness in developing your business strategy in China. It comprises 4 different modules:



Business
environment
quiz

☰ Questions: 14


🕒 Duration: 5 mins



Products
quiz

☰ Questions: 14

🕒 Duration: 5 mins



Money
quiz

☰ Questions: 13

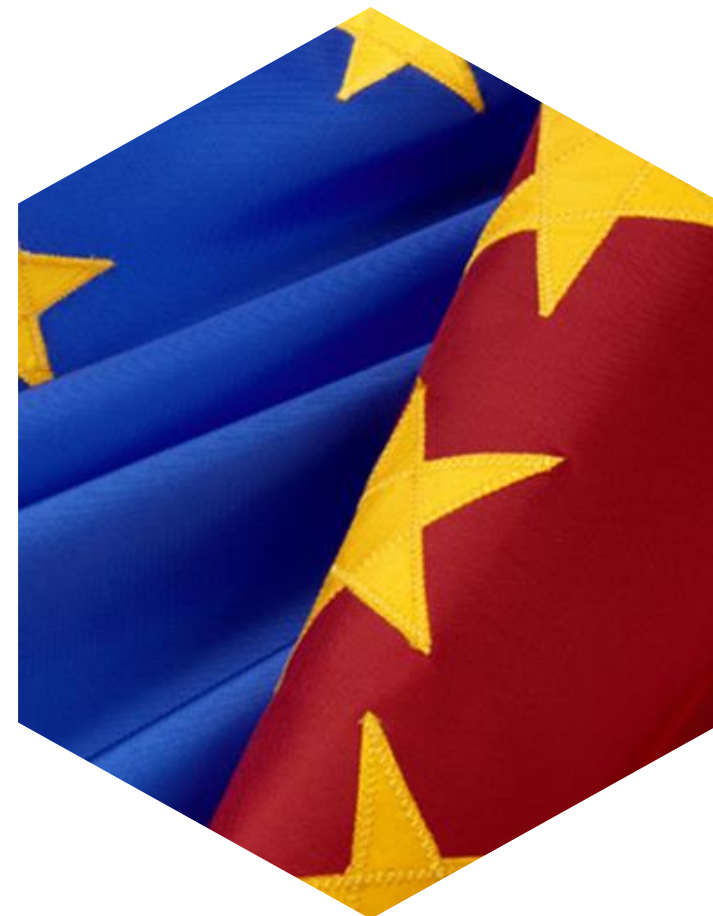
🕒 Duration: 5 mins



People
quiz

☰ Questions: 11

🕒 Duration: 5 mins



For more information, visit:
<https://www.eusmecentre.org.cn/quiz>

Training Centre



Plugging the knowledge and skills gaps of SMEs entering the China market, we offer our training programmes both face-to-face and online through our webinar platform:

- Knowing Your Partners in China
- Export of Goods to China: Overview and Opportunities
- Digital Marketing
- E-Commerce in China
- How to Set Up a Cross-Border E-Commerce WeChat Shop
- How to prepare trade fairs in China

We can tailor trainings based on the focus of each EU and COSME country and SMEs needs.



For more information, visit:
<https://www.eusmecentre.org.cn/training>

Advocacy platform



The Advocacy Platform offers*:

- Updates on the issues that affect the regulatory landscape for EU SMEs
- Participation in workshops
- Meetings with Chinese and EU authorities

The Inter-Chamber SME Working Group:

- Provides up-to-date information on the regulatory, economic and social changes happening in China
- Listens to common issues faced in the market



For more information, visit:
<https://www.eusmecentre.org.cn/advocacy/Inter-chamber-SME-working-group>

*The list is not conclusive

Sign up today

Sign up: <https://www.eusmecenre.org.cn/user/register>



Validation by our team



Benefit entirely from EUSME services

Upcoming events

50+ **webinars and workshops** in both Europe and China:

- 6 May: Building design in China – opportunities for SMEs and architects (online)
- 7 May: Hainan FTP – opportunities for logistics sector (Haikou + online)
- 11 May: EU-China eco-design standardisation: similarities (online)
- 21 May: Cross-border E-Commerce and the role of CBEC pilot cities (online)
- 26 May: Knowing Your Chinese Partner (online)

Participation to **trade fairs** and **exhibitions** (Aquatech China – Jun 2021; CIIF – Sep 2021)

11 **new reports** to be produced and published + articles and case studies



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Thank You!

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