



We help  
European SMEs  
**explore the  
Chinese market**

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Funded by  
the European Union

# *The EU SME Centre's Mission*

The EU SME Centre is an **initiative funded by the European Union** to **assist small and medium-sized enterprises** (SMEs) from EU Member States and countries participating in the Single Market Programme, getting them **ready to do business in China**.

Our core mission is to facilitate market access and provide a comprehensive range of **free first-line services** to inform, advise, train, and connect SMEs. The Centre forms **partnerships with business support organisations and trade promotion organisations** to bring our services and expertise to European SMEs of all sectors.

This initiative created in 2010 is now in Phase IV (2022-2025) and is implemented by four consortium partners with two associated partners, with networks throughout Europe and China.

## Consortium partners



## Associated partners



# *Main Activities*



## SELF-DIAGNOSIS TOOL

Online tool that  
measures your  
readiness toward  
the Chinese  
market



## KNOWLEDGE

Comprehensive  
market reports,  
guidelines and  
case studies



## ADVICE

Practical and  
confidential advice  
on China-related  
matters



## TRAINING

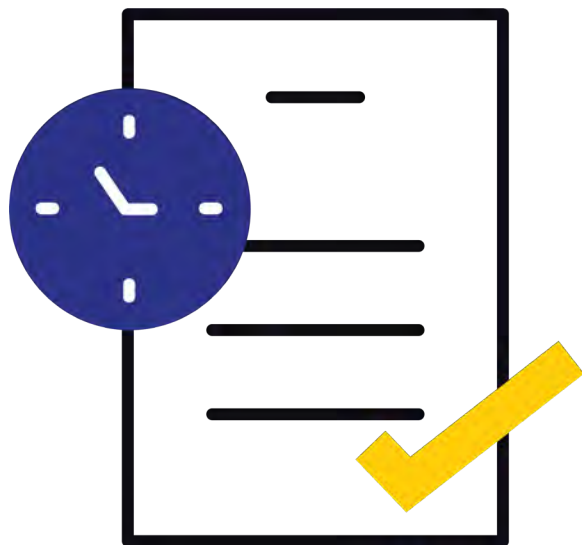
Face-to-face and  
online training  
programs to raise  
awareness



## ADVOCACY

Providing a  
coherent,  
consistent and  
consolidated voice  
for EU SMEs

# *Self-diagnosis tool*



1

Assess your readiness to enter or expand your activities in China.

2

Identify knowledge gaps with a business quiz developed by our experts.

3

Take part in a private consultation after the test to get answers to your questions.

4

Get content recommendations from our library, tailored to the needs of your business.



**The Self-Diagnosis Tool will allow you to gauge your readiness in entering the Chinese market – in an easy and interactive way.**

Depending on the options selected through the quizzes, you will get **customised guidance, insights and tips** on the key issues encountered by European SMEs.

You will then have the opportunity to **discuss your case with one of the EU SME Centre's experts**, via confidential one-to-one calls.



**Exporting to  
China**



**China's  
business &  
regulatory  
environment**



**Knowing  
your Chinese  
partners**



**Human  
resources  
and mobility**



**Food &  
beverage**



Browse our library of free articles and reports on your industry.

Get the up-to-date information you need on regulations and market access.

Find the answers to over 60 Frequently Asked Questions.

Share your best practices and experience and gain insights from peers in our reports.

# *Knowledge*



# *Knowledge*

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More than 200 market reports, guidelines, case studies, and articles are available to download from our website.

## ***Guidelines and Reports by Sector***

Guiding businesses through China's market access, regulatory changes, compliance requirements and more in **key industries for European SMEs** such as food & beverage, healthcare and cosmetics, green tech, manufacturing and more.

## ***Thematic Articles & Case Studies***

Insights into current issues including cross-border e-commerce, taxation, HR matters, as well as practical case studies from European SMEs in China.

## ***Webinar Streaming Library***

Our collection of webinar recordings with experts providing guidance and companies sharing their experiences of the market.

# Advice







# *Training & Events*

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Tailored trainings based on SMEs' needs and focus areas of each EU and SMP country.

- Seminars for your business plans at **different stages**;
- **Understand the market**: e-commerce, trade fairs, digital strategy, exporting to China, and more;
- Learn to **avoid common pitfalls**: drafting contracts, setting up, managing HR issues;
- **Train your team in Europe** online with our team on the ground in China;
- Sign up to events and watch our **webinars**, including:
  - *Knowing Your Partners in China*;
  - *Export of Goods to China: Overview and Opportunities*;
  - *Digital Marketing*;
  - *How to Set Up a Cross-Border E-Commerce WeChat Shop*;
  - *How to Prepare Trade Fairs in China*.



## ***Advocacy***

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- Ensuring that the voice of European SMEs is heard at high-level meetings;
- A team of SME experts working together with the European Chamber in China;
- Special publications: SME Policy Environment Report, SME Policy Paper;
- Take part: share your experiences and gain insights, participate in workshops and Working Groups and network with your peers.

## About the EU SME Centre

The EU SME Centre helps European SMEs get ready for China by providing them with a range of information, advice, training and support services.

Consortium partners:



Associated partners:



*Visit our website  
and sign up to  
our next events*



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