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Ready-to-go workspace available for you in central Beijing.

- Convenient** Located in Beijing's central embassy area, only 30 minutes' drive from Beijing Capital International Airport
- Flexible** Choose term and space that suit your needs
- Fully-equipped** All IT equipment and telecoms are set up and ready-to-go on your arrival
- Great Value** Affordably priced for EU SMEs
- Informative** Access in-house experts
- Connected** Meet like-minded professionals and get introduced to the growing European business community in Beijing



GET STARTED

- SIGN UP**
www.eusmecentre.org.cn/user/register
- ACTIVATE YOUR ACCOUNT**
Click the activation email to log in
- EXPLORE**
Download our latest market report, get in touch with our experts or register for an event near you

HAVE A QUESTION?
info@eusmecentre.org.cn

EU SME CENTRE

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GET READY FOR CHINA



An Initiative Implemented with the Financial Support of the European Union

Implemented by



The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

Expertise

Our team of experts provides advice and support in four areas—business development, law, standards and conformity and human resources.

Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online.

From first-line advice to in-depth technical solutions, we offer a variety of services through our Knowledge Centre, Advice Centre, Training Centre and SME Advocacy Platform.

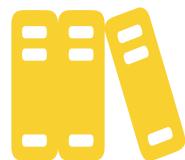
Network

Well connected in Europe and China, we work closely with Member States and European service providers to bring value-added services to SMEs.

The Centre has established contact with over 200 partners and is a European Enterprise Network (EEN) member, giving us access to over 600 intermediary organisations.

WHAT IS AN SME?

Small and medium-sized enterprises are defined as companies with fewer than 250 employees and which are independent from larger companies. In addition, they have an annual turnover of up to EUR 50 million or an annual balance sheet of up to EUR 43 million.



KNOWLEDGE CENTRE

Over 100 comprehensive market reports, guidelines and case studies are available to download from our website.

Starter Kit

Four essential booklets and an online quiz to get you prepared for your first step into the Chinese market.

Market Reports

Insights into key industry sectors with a focus on Food & Beverages, ICT, Green Technology, E-commerce and Healthcare.

Technical Guidelines

Step-by-step procedures to help you navigate China's legal, regulatory and standards and conformity assessment practices.

Infographics

An interactive and compact tool showing you how to bring goods and products into China.

Service Provider Database

Over 200 professional service providers who can help you grow your business.

Exhibitions Database

Selected trade fairs to help you get started in the market.

Law Database

Essential Chinese laws and regulations presented in jargon-free English, ranging from foreign investment to cross border trade, foreign exchange, tax, labour and visa policy.



ADVICE CENTRE

Developing a business in China raises many questions. We are here to help you save time, money and provide reassurance that you have the right information to support your business decisions.

- *Is there a market in China for our product?*
- *How to find an agency to distribute my products?*
- *What issues should I look out for before signing a contract?*
- *How do I avoid business scams?*
- *What are the procedures to import my products to China?*
- *How can I recruit staff?*



- 1 Free **first-line advice** to get you prepared for entering the Chinese market
-2 Affordable **technical solutions** adapted to your specific business case in four key areas:
 - *Contract checking*
 - *Partner verification*
 - *Distributor and agent search*
 - *Guidance on market access*



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.

1 China Business Essentials

Presentation-based seminars raising awareness of the opportunities and challenges of doing business in China.

- *Getting Ready for China*
- *Knowing Your Partners in China*

.....2 Comprehensive Training Workshops

Providing you practical insights and step-by-step approaches on how to do business in China, delivered by our industry experts.

- *How to Export Food & Beverage Products to China*
- *How to Sell Your Food & Beverage Products Online in China*
- *How to Set Up a Company in China*
- *How to Start an Online Business in China*
- *Servicing Chinese Outbound Investments*
- *Financing Your China Venture*

...3 Online Training

Offering SMEs the chance to access the Centre's expertise from their own offices, no matter where they are.



SME ADVOCACY PLATFORM

Providing a coherent, consistent and consolidated voice for European small businesses.

The Centre has established an Inter-chamber SME Working Group with the European Chamber of Commerce in China (EUCCC). It is open to all EU SMEs. Join the Group and you will have an opportunity to:

- *Receive updates on the issues that affect the regulatory landscape for EU SMEs*
- *Participate in workshops and gain insights from policy insiders*
- *Network with your peers and share best practices*
- *Feed into the EUCCC Position Paper*
- *Influence SME related policies and regulations in Europe and China*
- *Meet with Chinese and EU authorities*