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Kickstarting EU SMEs internationalisation to Global Markets



On 9 March 2021, the EU SME Centre participated in the **Global Europe webinar** co-organised by the Bulgarian Chamber of Commerce and Economy where key projects funded by the European Commission supporting European business were introduced.

The Global Europe webinar supports EU SMEs and business support organizations to make their mark in global markets. The webinar gathered over 100 participants who got insights on how to access EU-funded services that will kickstart the internationalization to critical markets such as Latin America, China, India, Turkey, and Eastern European countries. Among other EU projects, the EU SME Centre EU Partnership Coordinator, Laura Velasco, presented how our services can support the internationalization process into China.

In the upcoming months, the EU SME Centre will be participating actively in the additional Global Europe events. Make sure to follow our social media and subscribe to our newsletter to get notified about the next upcoming event.

About the EU SME Centre

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. 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 services through Knowledge Centre, Advice Centre, Training Centre and SME Advocacy Platform.

The Centre is funded by the European Union and implemented by a consortium of five partners - the China-Italy Chamber of Commerce in China, the China-Britain Business Council, the Danish Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit the website www.eusmecentre.org.cn

