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PRESS RELEASE

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Supporting EU SMEs enter the Chinese Wine Market

The EU SME Centre hosted an online workshop on 22 April in collaboration with EUROCHAMBRES and the Plovdiv Chamber of Commerce and Industry in Bulgaria. The webinar focused on the wine market in China and attracted around 80 participants from different locations in both Europe and China.

During the 90-min webinar session, the participants learned basic, yet valuable practical insights of the wine industry in China from our two key speakers, Pablo Recio and Ruben Martinez.

Our experts started the training session with a general overview of the wine market in China and then continued to cover four main points: consumer behaviour, wine distribution in China, key regulatory aspects and marketing for imported wine. Additionally, the speakers explained the audience the major events that are currently impacting the wine market in the country.

Pablo and Ruben added dynamism to the session by regularly shifting their interventions from one to the other as well as sharing real-life case studies which participating companies could utilise to define and implement their China market entry strategy.

If you missed this webinar or would like to re-watch it, you can find the recorded webinar [[here](#)]. If you want to learn more about the wine market in China, we invite you to download our market guidelines [[here](#)].

If you are a business support organisation in the EU or the COSME-participating countries and have affiliated companies interested in the Chinese market, please contact our Partnership Coordinator to obtain further information about partnerships and collaborations. The EU SME Centre offers a wide range of complimentary services to partners and affiliated SMEs to improve their readiness to the market.

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



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