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PRESS RELEASE

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## EU SME Centre signs MoU with Istanbul Chamber of Industry

On 30 April 2021, a Memorandum of Understanding (MoU) was signed by the representatives of the EU SME Centre and the Istanbul Chamber of Industry (ICI). This is the second partnership agreement signed with a Turkish-based Business Support Organisation (BSO).

Different from previous phases of the EU SME Centre project, a focus of this phase III has been placed on creating synergies with business support organisations based in COSME participating countries. We are therefore excited to announce this new partnership agreement with ICI and we are looking forward to work with ICI towards the common goal of supporting Turkish SMEs who have an interest in developing commercial activities in the Chinese market.

ICI and the EU SME Centre are already working closely in the preparation of activities of the interest of the Turkish community including tailor-made training workshops and one-to-one consultation and other supporting services. The first jointly activity planned is the *China Cooperation Day*, an online conference where the EU SME Centre's director will introduce the project and main services available and our expert, Kristina Koehler-Coluccia, will be disclosing the upcoming business and investment opportunities in China. The conference will conclude with the intervention of Turkish companies sharing their experience operating in the Chinese market.

The event will be held on 5 May and it is opened to SMEs and BSOs from the EU and COSME participating countries. You can learn more about the China Cooperation Day and sign up [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 Istanbul Chamber of Industry

*The Istanbul Chamber of Industry (ICI) is one of the world's largest and deep-rooted chambers with over 20 thousand members. ICI's vision is to increase the share of its members in international trade, guiding them through global economic developments, and contributing to the rise of Turkey as a regional power.*





Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce



China-Britain  
Business Council  
英中贸易协会



中国丹麦商会  
DANISH CHAMBER OF COMMERCE IN CHINA

EUROCHAMBRES



THE EUROPEAN UNION  
CHAMBER OF COMMERCE IN CHINA  
中国欧盟商会

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*As an institution dedicated to the future of Turkey, ICI encourages trade development and it strives to develop new overseas markets.*

### ***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](http://www.eusmecentre.org.cn).*



The EU SME Centre is a project funded by the European Union's COSME Programme.  
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