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PRESS RELEASE

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Meeting with the Embassy of Romania in China



On 7 May 2021 the EU SME Centre was happy to be invited to the Embassy of Romania in Beijing (Ambasada României la Beijing) to meet with the Romanian Ambassador to China, H.E. Mr. Basil Constantinescu and the Economic Counsellor of the Economic & Commercial Promotion Office, Ms. Eliza Aura Statina, to discuss future collaboration opportunities.

The Ambassador welcomed the Centre and gave an insightful introduction of the bilateral relation between China and Romania as well as the Romanian history from an economic, business and political perspective. The Ambassador stressed the importance of companies getting well prepared before entering the market in order to decrease any risk of possible loss associated to not being fully educated of the market, its regulations, standards etc.



The EU SME Centre has in previous phases of the project worked with the Embassy of Romania in Beijing, and the Centre Director, Renzo Isler thus summarized the new characteristics of the phase III as well as how the Centre can be of support to Romanian companies within the new framework of the project.

In order to increase outreach to Romanian companies, the Centre is interested in continuing establishing partnerships with Romanian BSOs for phase III of the project. The Centre thus kindly requested the Embassy to put the Centre in contact with Romanian BSOs, e.g. National Council of Private SMEs in Romania (CNIPMMR) and the Romanian Chamber of Commerce and Industry.

As both the Ambassador and representatives of the EU SME Centre will be present at the **5th Silk Road International Exhibition**, which will be held from 11 May 2021 in Xi'an, Shaanxi province, it was also discussed how the Centre could provide support to participating Romanian companies. It was also discussed how the Centre can cooperate with the Embassy on upcoming activities for the benefit of the Romanian business community who considers entering the Chinese market.

We hope to continue the successful collaboration through a series of activities to assist and support Romanian companies, both to and in China.

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.

