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PRESS RELEASE

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## **The EU SME Centre will offer support to Castilla-La Mancha Region SMEs in China**

On 6 May 2021, a Memorandum of Understanding (MoU) was signed between the EU SME Centre and Instituto de Promoción Exterior de Castilla-La Mancha (IPEX), a public institution that acts as reference body for international trade. This is the second cooperation agreement signed with a regional administration in Spain.

The execution of this agreement reflects a strong commitment from both parties in creating synergies contributing to the common goal of supporting the growth and development of Castilian-Machegas SMEs.

The EU SME Centre is committed to share its expertise in China-related matters and support the actions planned and executed by the representative office of IPEX in China. Activities undertaken as part of this cooperation may include: seminars, webinars, one-to-one consultation services and support in future trade missions and business delegations into China.

The EU SME Centre is delighted to count with Castilla-La Mancha as new partner, and we are looking forward to further support the SMEs of the region.

*If you are a business support organisation in EU or a COSME country 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 IPEX**

*IPEX is a Public institution, dependent to the regional Ministry of Economy, Business and Employment. IPEX acts as a reference body for international trade and attraction of foreign investment to the region. Headquartered in Toledo, the Institute offers a wide range of tools designed to help them succeed in their international expansion.*

### **About the EU SME Centre**





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



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

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