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PRESS RELEASE

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Supporting European companies at Aquatech China 2021



On 2-4 June 2021, the EU SME Centre participated in the Aquatech China Fair 2021 in Shanghai. Leading up to the fair, the China Europe Water Platform (CEWP) and the Centre collaborated on organizing a webinar series which focused on the development of the Water Sector in China and Europe. The series was organized as a part of the CEWP Business and Innovation Programme, with the goal of helping European companies in getting access to the Chinese market for water technologies. Furthermore, the Centre and CEWP also organized a joint EU SME Centre-CEWP booth for this year's Aquatech China 2021 in Shanghai and was continuously promoted throughout the webinar series. The EU SME Centre-CEWP booth was organized for companies to visit and get free face-to-face consultations with experts from the Centre and China IP SME Helpdesk.

During the Aquatech China fair, two hybrid seminars on Water Technology and Market Access were organized and held as side events on 3 June inside the exhibition. Co-organized in collaboration with the Danish Chamber of Commerce in China and the China IP SME Helpdesk, the seminars focused on Digitalization and Circular Economy in the water sector which attracted around 70 participants, both offline and online. The seminars were organized as a continuation of the four webinars co-organized with the China Europe Water Platform prior to Aquatech China.



Industry experts and representatives from the Danish companies, *Nordiq* and *Kruger*, the French company *Siveco* and the UK company *Arvia* as well as the China IP SME Helpdesk were invited as speakers for the seminars.

The EU SME Centre expert, Liam Jia, presented the Centre during the webinar as well as presented the findings of the webinar series which were summarized in a report. You can find the report ([here](#)).



The recording of the seminars are available on the EU SME Centre [YouTube channel](#). Find them ([here](#)) and ([here](#)).

The Centre and the China Europe Water Platform is planning to organize more activities related to the water sector in the near future. Stay updated on our website, newsletter and social media for 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.

