



For questions, please contact:

Laura.velasco@eusmecentre.org.cn

+32 (0)2 282 08 59

PRESS RELEASE

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EU SME Centre renews the partnership agreement with the Estonia-Asia Trade Agency

On 17 June 2021, the representatives of the EU SME Centre (the Centre), Renzo Isler, and the Estonia-Asia Trade Agency (EAS), Eva-Kristina Ponomarjov, signed a new Memorandum of Understanding (MoU) to further strengthen the relations between China and Estonia.

EAS and the Centre signed the first cooperation agreement back in 2015 and, since then, both parties have actively worked on creating synergies and supporting Estonian SMEs develop their presence in China. An example of a successful cooperation dates back to 2019, when the EU SME Centre organised an event at the Embassy of Estonia for a delegation of companies in the logistics sector to discuss the market opportunities in China.

The renewal of this MoU is, thus, to continue implementing China-related business activities in both China and Estonia of the interest of EAS and its network of SMEs.

The Centre welcomes this opportunity to continue supporting EAS. Remember to stay updated on our website, newsletter, and social media to learn more about our upcoming joint activities with EAS.

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 the Estonia-Asia Trade Agency (EAS)

EAS is the government agency offering Estonian companies support to export to Asian markets and encouraging business cooperation between Estonia and Asia. The services are designed to help companies to navigate in the different business culture, language and regulations of the Asian markets. With exports, investments, tourism and politics being tightly connected, the agency also aims to support other stakeholders, including the public sector and ministries, to support informed decision-making on Asia.

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.

