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PRESS RELEASE

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Post-pandemic situation of China's Outbound Tourism

On 8 July 2021, the EU SME Centre (the Centre), EUROCHAMBRES, and our official partners, Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía and Instituto de Promoción Exterior de Castilla-La Mancha organised an online training session with the support of Turespaña targeting European SMEs operating in the Horeca industry and looking to better understand the characteristics of the post-pandemic Chinese outbound tourism.

The participants were welcomed by María Linares, Tourism Counselor of the Embassy of Spain in China, who made a fantastic overview of the travel and tourism industry and the upcoming opportunities for European businesses.

After an introduction of EU SME Centre's main services and upcoming activities, presented by the Centre's Partnership Coordinator, our speaker, Dr. Wolfgang Georg Arlt began his presentation. Dr. Wolfgang's training session was divided in three main modules covering: the current situation of the Chinese outbound tourism market, the new needs and approaches for a sustainable development of this market and tips on how to stay competitive in the upcoming years.

The training workshop gathered around 50 participants, from the EU and COSME participating countries who had the chance to submit their queries and share thoughts and impressions with Dr. Wolfgang.

If you missed this online workshop or would like to re-watch it, you can find the recorded webinar [[here](#)]. If you want to learn more about the Outbound Tourism Market in China, you can download our market report [[here](#)]. Stay tuned to learn about upcoming training sessions on our website and social media!

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 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.



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