



For questions, please contact:

Laura.velasco@eumecentre.org.cn

+32 (0)2 282 08 59

PRESS RELEASE

Beijing, 23 September 2021

Joint Event: Startup funding & entry into the Chinese market



On 21 September, the EU SME Centre (the Centre), EUROCHAMBRES, the Slovenian-Chinese Business Council, and EXTENDA - Andalusia Trade and Foreign Investment held an online workshop on *Startup Funding & Entry into the Chinese Market*. The webinar was organised to provide the participants with a profound overview of the Start-up ecosystem in China.

The session was attended by around 30 participants who were welcomed by Mr. Žiga Vavpotič, president of the Slovenian-Chinese Business Council, and Mr. Manuel Leon, Director of the Shanghai Representative Office of EXTENDA.

During the 2-hours' training, the EU SME Centre's guest experts, Jelte Wingender and Alvaro Montoya, described the start-up development in China and the key drivers behind its recent booming. Both speakers exchanged thoughts based on their own experience and shared practical advices to help European entrepreneurs choose a location in China and better access the incentives available for start-ups in China.

If you missed the live session or you want to watch it again, you can do it on our YouTube Channel [[here](#)].

About the Slovenian-Chinese Business Council



The EU SME Centre is a project funded by the European Union's COSME Programme.

www.eumecentre.org.cn

The Slovenian-Chinese business Council is an organisation created in September 2020 under the auspice and umbrella of the Slovene Chamber of Commerce and Industry (GZS). With 35 members, the goal of the Slovene-Chinese Business Council is to strengthen cooperation and business relations between the two countries and help Slovenian companies access the Chinese market.

About EXTENDA

EXTENDA is the Trade and Investment Promotion Organisation of Andalusia Region created to promote the internationalization of Andalusian companies, regardless of their sector of activity and size. EXTENDA provides a wide range of supporting services to assist the Andalusian companies in their international business expansion process.

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.

