



For questions, please contact:

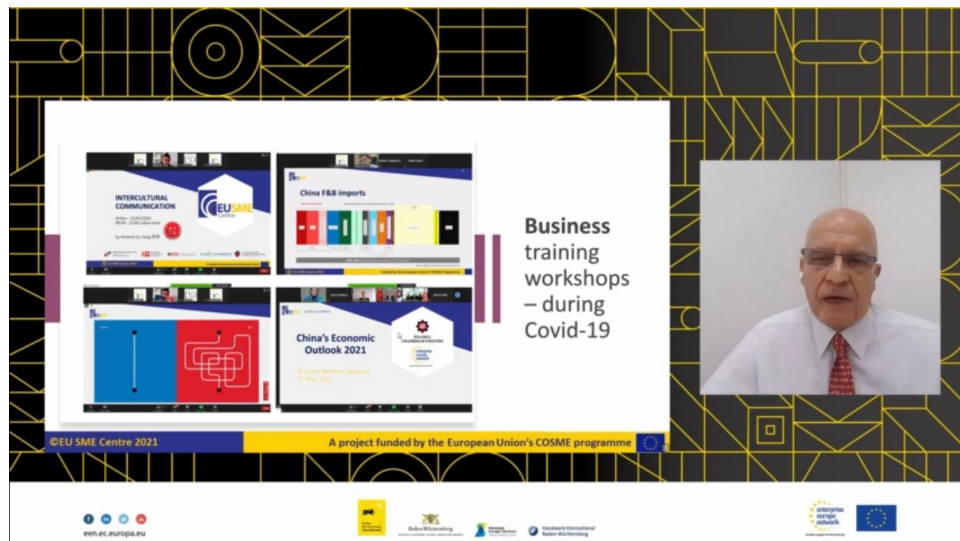
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PRESS RELEASE

Beijing, 30 September 2021

The EU SME Centre participates in the EEN Annual Conference 2021



On 30 September 2021, the EU SME Centre participated in the Enterprise Europe Network (EEN) Annual Conference 2021, which took place offline in Stuttgart as well as online, and was attended by around 500 business support organisations from around the world.

The Centre's Director, Renzo Isler, took part in the workshop on internationalisation in the post-pandemic world, which focused on setting out practical cases of successful cooperation with four international network partners - Canada, China, Japan and Vietnam - with a focus on building international business partnerships, getting the benefits from FTAs and key trends for SME internationalisation.

The workshop was attended by around 250 participants who were welcomed by Adina Golombeck-Tauyatswala from NRW Europa who also acted as moderator. The session started with presentations from the four speakers, Jean-Philippe Mergen, Director Internationalisation at Enterprise Europe Network Brussels, Fabrizio Mura, Executive advisor for EU-Japan Centre for Industrial Cooperation, Adam Koulaksejian, Executive Director of the French



Chamber of Commerce & Industry in Vietnam (CCIFV) EEN Vietnam and Renzo Isler, Director of the EU SME Centre, who provided his final recommendations to all the participants about the Chinese market:

“Learn from yesterday to invest smartly today for a bountiful harvest tomorrow. Don't act hastily - success requires its time and perseverance, especially in China”

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.

