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PRESS RELEASE

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EU SME Centre signs MoU with World Trade Center Leeuwarden

On 4 October, the EU SME Centre (the Centre) and the World Trade Center Leeuwarden (WTCL), the Netherlands, signed a new Memorandum of Understanding (MoU). This is the first MoU signed with a member of the World Trade Center Association.

The execution of this partnership agreement proves the commitment of both parties to work together and create synergies to support WTCL and those member companies interested in entering the Chinese market. We welcome this new partnership and we are looking forward to putting our China-experience and know-how at disposal of WTCL and its network of member.

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 World Trade Center Leeuwarden (WTCL)

The World Trade Center Leeuwarden (WTCL) is a network and business support organization affiliated to the World Trade Centers Association in New York since 1999. WTCL supports companies with international ambitions and helps to professionalize export and import by providing knowledge through experts and opening new markets by establishing contacts with potential business partners through its worldwide network of 325 offices in 90 countries.

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.



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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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