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PRESS RELEASE

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EU SME Centre signs MoU with Asia Matters



On 06 October 2021, the representatives of the EU SME Centre and Asia Matters met virtually to formalise this newly established cooperation through the execution of a Memorandum of Understanding (MoU). The signature of this agreement proves the commitment of both parties to work together and create synergies to support Asia Matters and those members interested in entering the Chinese market.

The virtual ceremony was opened by Mr. Martin Murray, executive director of Asia Matters, who highlighted the importance of Asia as a trading partner for Ireland and explained how Asia Matters has worked for many years to create new and deepened business relations with Asian countries. The EU SME Centre's director, Mr. Renzo Isler, concurred with Martin on the importance of the trade relations between Europe and Asia, and China in particular, as China is now the EU's second-biggest trading partner. Renzo also expressed his honor to *"put at disposal of the Irish SMEs the experience and know-how of the EU SME Centre in China"*.

We are delighted to sign this new partnership agreement and to welcome Asia Matters as our official partner.



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 our partnership programme. The EU SME Centre offers a wide range of complimentary services to partners and affiliated SMEs to improve their level of readiness to the market.

About Asia Matters

Asia Matters launched in 2011 and based in Dublin, is Ireland's only Asia think tank and is focused on building dynamic business links and informed understanding between Asia and Ireland to drive win-win partnerships and economic growth. The organisation builds powerful networks and connect Corporate Member companies, key stakeholders in Government, State Agencies and Higher Education Institutes with Asian Corporates, Investors and ambassadors. Asia Matters offers a programme of cutting-edge events, private closed circle briefings and high-level publications.

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.

