



For questions, please contact:

Laura.velasco@eumecentre.org.cn

+32 (0)2 282 08 59

PRESS RELEASE

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Understanding China Training Programme 2021

On 21-22 October, the EU SME Centre (the Centre), and EUROCHAMBRES hosted the annual EU SME Centre flagship event, the Understanding China Training Programme. Due to the pandemic, the programme was held, for the first time in an all virtual format to allow participants from all over Europe to join.



The conference was opened by Mr. Igor Kalinic, Head of Sector of Competitiveness and Internationalisation, European Innovation Council and SMEs Executive Agency (EISMEA), Mr. Ben Butters, CEO of EUROCHAMBRES and Mr. Renzo Isler, Director of the EU SME Centre.

The 2-days session, moderated by the EU SME Centre Partnership Coordinator, Laura Velasco, comprised ten formal sessions covering various up-to-date topics:



improvement in their performance.

The first presentation of day one of the conference was done by Ester Cañada Amela, Advocacy Manager of the EU SME Centre who presented the China Policy Environment and EU SMEs Business Confidence in China. Ester explained that European companies are doing well in China but there is room for



situation on the global mobility phenomenon and the international expats assignments.

The next segment focused on the impact of Covid-19 on the mobility of personnel between China and Europe, which was presented by Rosanna Terminio, Managing Partner of Asecorp China Business Consulting Co. Ltd. Rosanna who explained how businesses are coping with the restrictions and the long-term impact of this



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The next two presentations were made by Petra Van Bouwelen, International Business Development Manager of Voka Mechelen-Kempen and Ilaria Perla, Export Adviser at Enterprise Estonia, who

provided their experience organising virtual B2B matchmakings and trade missions to China during the pandemic.



The last two presentations of the first day of the conference were made by Alessio Petino, Knowledge Coordinator of the EU SME Centre and Jim Stoopman from the China IP SME Helpdesk, who provided the

participants with their insights on typical challenges encountered by SMEs when entering the Chinese market as well as shared some tips on how to SMEs can protect their company IP rights before entering China.



The second day of the conference was opened by the EU SME Centre's Director, Mr. Renzo Isler, who presented the economic outlook for China in 2022 and the latest macroeconomic trends.



The following presentation was made by Liam Jia, Operational Manager of the EU SME Centre who focused on the digitalization of European SMEs, and how essential it is for SMEs to keep up and adjust their business plans to fit into the evolving digital ecosystem in China.





The next segment was followed by Gabor Holch, Founder of Campanile Management Consulting who made a presentation on China's Walled Garden focusing on the opening and closing phenomena that China is currently experiencing and the resulting business opportunities for European SMEs in the market.



The following presentation focused on how to manage supply chains in China, which was made by Pierre Gargatte from Fiducia Management Consultants, who explained how European businesses operating in China can identify and minimize vulnerabilities to make their supply chains more resilient and compliant.



The final and last presentation of the conference was made by Ester Cañada Amela, Advocacy Manager of the EU SME Centre who shared her vision on the status of the EU-China relations.

If you missed the online conference or would like to re-watch it, you can find the recordings of each presentation [[here](#)]. You can also find all the speakers presentations on the Centre's website [[here](#)].

If you are a business support organisation in the EU or the COSME-participating countries and have affiliated SMEs interested in the Chinese market, please contact our [Partnership Coordinator](#) to obtain further information about our partnership programme and how we can organise a similar training with your organisation.

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.

