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PRESS RELEASE

Beijing, 22 March 2021

## Tapping into the health food segment in China for the Asia Virtual Food Summit 2021

The Asia Virtual Food Summit 2021 took place on March 10, 11 and 12, where the EU SME Centre showed our support by lecturing a presentation under the name “Tapping into the health foods segment in China”. Our expert Liam Jia, who lectured the presentation, shared the latest China market insights while remarking the particulars of the Chinese consumer behavior and addressed specific opportunities for companies operating in this sector. The presentation also included a brief introduction to the EU SME Centre and our services. The EU SME Centre’s representative was also present during the B2B matchmaking where several interested companies met with us and got a better understanding of how our services can support them get prepared to access this particular market in China.

Around 300 participants, almost 30% of the summit attendees, joined this presentation. We were pleased to see such great interest in the China's Food & Beverage market! A big thanks to the organisers: Free From Functional & Health Ingredients Exhibition, VNU and Enterprise Europe Network, and we are looking forward to future cooperation!

If you did not participate in the event and would like to watch the presentation about China’s Health Food sector, you can watch it on the EU SME Centre YouTube channel [here](#).

### **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](http://www.eusmecentre.org.cn)*

