



Publications List

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中国意大利商会
China-Italy Chamber of Commerce



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Business Council
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中国丹麦商会
DANISH CHAMBER OF COMMERCE IN CHINA



THE EUROPEAN UNION
CHAMBER OF COMMERCE IN CHINA
中国欧盟商会

Starter Kit	
A step-by-step introduction to the Chinese business environment	Date
Are you ready for China? Self-Diagnosis Tool (Online Quiz)	03-2021
Are you Ready for China? Report 1: Is China on your Radar? (Update 2020)	04-2020
Are you Ready for China? Report 2: Ways to Enter the Chinese Market (Update – 2020)	04-2020
Are you Ready for China? Report 3: Exporting Goods, Services and Technology to the Chinese Market (Update 2020)	04-2020
Are you Ready for China? Report 4: Knowing your Partners in China (Update 2018)	05-2018
Sector Reports	
Provide information on the market opportunity in a particular sector	Date
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The Private Label Food Products Market in China	01-2022
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Culture and Creative Industries in China	07-2014
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Artificial Intelligence in China and how European small and medium enterprises can benefit	08-2020
The Imported Fruit Market in China	07-2019
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The Market for Winter Sports in China	01-2019
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The Online Education Market in China	11-2018
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The Alcoholic Drinks Market in China: Market analysis, retail channels and entry strategies	02-2017
The Dairy Market in China: Business opportunities / challenges	01-2017
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Inter-Chamber Small and Medium-sized Enterprise Working Group (2021/2022)	09-2021
SME Policy Environment Report (2021 Update)	08-2021
Observations and Recommendations on Digitalisation and Circular Economy in the Water Sector	06-2021
Smart Cities in China	01-2016
Chinese Outward Foreign Direct Investment in the EU	07-2014
Comparing Chinese Cities on a Sectorial Level	07-2014

Guidelines	
Technical information on the modes of doing business in China	Date
Exporting: General	
Guide to Trade Fairs in China (2020 Update)	10-2020
Health Food Regulations in China	04-2020
China Industrial Wastewater Policy Overview and Opportunities for EU SMEs in Qingdao and Chengdu	02-2020
Exporting Cosmetics to China (Regulations update 2019)	11-2019
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Who is Who: Navigating Chinese Administration Systems for Exporting Good to China (2019 Update)	10-2019
Guideline on Cross-border E-Commerce (2019 Update)	07-2019
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The Belt and Road Initiatives: Opportunities and Challenges for EU SMEs	04-2018
Made in China 2025: Market Opportunities for EU SMEs	04-2018
How to Set Up a Cross-Border E-Commerce Shop in WeChat	01-2018
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Exporting: Products and Services	
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Negotiating and Dealing with Chinese Business Partners	11-2013
Individual Income Tax in China (Update - 2020)	08-2012
Dispute Settlement with Chinese Companies	07-2012
China Enterprise Income Tax	03-2012
Labour Laws in China	01-2012

Transferring Technology

Technology Transfer Agreements with China (2019 Update)	10-2019
Selling Software and Providing IT Services to China: Regulations and Practice	06-2017
Technology Transfer Agreements with China	07-2014
Handbook on How to Establish a Europe-China Joint Research Structure	12-2013

Marketing

Digital Marketing Essentials for China (Update 2020)	04-2020
How to Sell Your Food & Beverage Products education in China	01-2017
Selling Online in China (Update - 2014)	07-2014
Marketing for EU SMEs in China	05-2014

Case Studies

Showcase the experience of European companies entering the Chinese market

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TRB Hospitality Group: Understanding Chinese consumers and developing new concepts in a fast-moving environment	07-2019
Dealing with Sales Disputes when Franchising in China	06-2018
Brazzele Group & Jiakang Food Co Ltd: Cheese Production in China	05-2018
Brouwerij De Halve Maan – Imported Beers Industry in China	12-2017
WAKE Energy Drinks - Promoting Active Healthy Lifestyle in China	06-2017
Epermarket – Online Expat Supermarket	08-2015
FACCSA - Accessing Commercial Meat Industry in China	07-2014
Everwines and Organic Farm - Going Online in the F&B Sector	08-2011
CS Wines - Importing Wine in China	06-2011

Food and Beverages

	Taste Spain - Setting up Shop in the Food Industry	05-2011
Healthcare	Impeto Medical – Exporting French Medical Diagnostic Devices to the Chinese Market	04-2017
	Imedco China - Adapting to the Challenges of a Changing Market	07-2016
	Covex - Exporting to the Chinese Pharmaceutical Market	08-2014
	Medigreen - Entering the Chinese Market	08-2012
	Bluepharma - Entering the Chinese Pharmaceutical Market	07-2012
	Linet - Exporting Medical Beds to China	08-2011
	Marsilli China – Setting up a Joint Venture in the Winding Machinery Sector	10-2015
Machinery	Siveco China: Lessons from 10 Years in the Chinese Maintenance Market	07-2014
	Bernard Controls China - Entering the Chinese Machinery Market	01-2013
	Metra - Exporting to the Chinese Machinery Sector	01-2013
	Adira - Entering the Chinese Machinery Equipment and Components Market	01-2013
	Mixel - Mixing It up in China	07-2012
	Stavus Machinery & Electrical Equipment - Exporting Machinery to China	08-2011
	Green Technology	German Biogas - Design and Construction of Biogas Plants (Update - 2017)
WK Natural Fiber - Tapping into China's Green Building Component Market		07-2014
Terao - Pioneering Green Building in China		05-2014
Metazet - Design and Project Management of Greenhouse Building Projects		04-2014
White Pavilion - Green Energy in Buildings		04-2012
Environnement SA - Selling Air Quality and Emissions Monitoring Systems in China		01-2012
ICT	Remitsy: Growing a Fintech Startup in China	07-2016
	Stratesys – Exporting SAP Know-How to China	10-2015
	EGGSIST - Succeeding in the IT Consultancy Sector	10-2014
	CANDIS Group - IT Consulting and Outsourcing in China	07-2014
	Exprivia - Entering the Chinese ICT Market	07-2014
	Tuca IT - Recruiting Personnel in China	08-2011
Services	Maison France Voyage: Selling Travelling Services to the Chinese Clientele	04-2017
	WalktheChat: Enabling SMEs to Sell Directly to China via WeChat	04-2017
	Creative Capital Shanghai - Delivering Creative Services to the Chinese Market	10-2015

Textiles	Müller Textil - A leader in Functional Textiles Crossing Over to China	09-2011
	Plastered 8 - Building a Brand in China	07-2011
Branding, Marketing and others	NI HAO HYGGE – Shopping the Danish lifestyle through a WeChat shop	12-2017
	Woodn China - Building a Brand in the Chinese Construction Sector	12-2016
	Curiosity China: Engage-Retain-Manage your Chinese Consumers	07-2016
	Palmer Hargreaves – Fast Track into the Aftersales Auto Market in China	08-2015
	Proton Products - Setting up and Moving Office in Chengdu	07-2015
	Schouten China - Developing a Learning Culture in your China Business	06-2015
	INDES - Manufacturing of Industrial and Consumer Products in China	07-2014
	Marketing for EU SMEs in China Case Studies	05-2014
	Realys Group - Designing and Managing Building Projects in China	03-2012

Webinar Recordings (YouTube)		
	Experts sharing their knowledge in a comprehensive online training	Date
By Region	The EU SME Centre EU Industry Days 2021	02-2021
	Working with the EU SME Centre	10-2013
	Public Incentives for Tech SMEs: Examples from Zhejiang and Hangzhou	11-2021
	Opportunities in the Hainan Free Trade Port	05-2021
	Tapping New F&B Growth Opportunities in Chongqing (Part 1)	01-2021
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	Retailing in a Trading & Manufacturing Hub: Market Trends in Guangzhou & Shenzhen	07-2017
	Why Invest in Chongqing: The Experience of an Italian SME in China	05-2017
	Pearl River Delta: Doing Business in South China	01-2017
	Regional Cities in China: Opportunities for EU SMEs in Fuzhou	05-2014
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	Mental Fitness for Executives, Leaders and Managers in China	05-2022
	How to Export Chemical Substances to China	04-2022

Opportunities for the European Cities and Regions from China's Green Transition	04-2022
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Capacity Building Webinar Series Session 5: Digital Marketing Essentials for China	03-2022
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PIPL Practical Guide in Retail and China Marketing Trends in 2022	01-2022
China Food and Drink Forum	01-2022
Get Ready For The Show - How to prepare for upcoming trade fairs in China	01-2022
China's Green Manufacturing Industry	01-2022
European Petfood Virtual Roadshow	01-2022
Omni-Channel Marketing Automation in China	12-2021
The Market for Pet Food, Supplies, and Services in China	12-2021
The Healthcare Market in China	12-2021
Tech Transfer For European Smes In China-A Crash Course	12-2021
How to Manage Your Business with China Remotely	12-2021
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Understanding China Training Programme	10-2021
Best practices of European SME's exporting to China during and after Covid-19: Lessons from business who navigated through the crisis imposed by this pandemic	10-2021

The Organic Food & Beverage Sector in China	09-2021
Europe-China Gaming & E-Sports Industry Connect	09-2021
Startup Funding & Entry into The Chinese Market	09-2021
Green Transition & Business Environment for European SMEs in West China	09-2021
Overview of China's Biopharma Sector: Market Access & IP Rights	09-2021
In China Focus: E-Commerce & Intellectual Property	09-2021
EU – China Publishing Business Collaboration	09-2021
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How to prepare for a sustainable and successful re-start of Chinese outbound tourism	07-2021
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Building Construction Design in China: Opportunity and Roles for Foreign SMEs and Professionals	05-2021
The Chinese Wine Market: What SMEs shouldn't ignore!	04-2021

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Cross-border E-Commerce Entering the Chinese Market Through the Power Of Social Networks in China	12-2020
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China Recent Tax Reforms and Implications on EU SMEs	07-2019
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The ABC to Handling Late Payments as a Foreign Business in China	01-2019
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Debt Collection in China	07-2018
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China's Taxation on Non-resident Enterprises	05-2017
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How can Foreigners Establish an Office in China? Wholly Foreign-Owned Enterprises and Representative Offices	03-2013
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Overview of the Revised Patent Law and Copyright Law	06-2021
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Beyond the Capitals: Challenges and Opportunities Outside Tier One Cities	02-2021
Update on China's Trade Policy	06-2018
China's Two Sessions: Knowing which Way the Wind Blows	05-2018
China's E-mobility Drive Implications for European Automotive Suppliers	11-2017

Key Findings of 2017 European Business in China Confidence Survey	06-2017
China Outlook: 13th Five-Year-Plan	05-2016
China Telecoms Catalogue 2015: Key Changes and Impacts on European Businesses	04-2016
China's Healthcare Reform: Features, Highlights and Business Opportunities	04-2016
Smart Cities in China: The Transition from Quantity to Quality	02-2016
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