



Publications List

July 2021

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中国意大利商会
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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
Sector	
The E-commerce Ecosystem in China: A Checklist for European SMEs (2021 update)	07-2021
The Healthcare Market in China (2021 Update)	07-2021
The Electric Vehicle Market in China	08-2019
The Automotive Market in China	05-2019
The Outbound Tourism Market in China	01-2019
The Machinery Sector in China	01-2018
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The Cosmetics Market in China	01-2017
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The Food and Beverage Market in China (2015 update)	07-2015
The Construction Sector in China (Update - 2015)	07-2015
The Automotive Sector in China (Update - 2015)	06-2015
Culture and Creative Industries in China	07-2014
The Green Building Component Sector in China	07-2014
The Water Sector in China	12-2013
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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
The Football Industry in China	03-2019
The Market for Winter Sports in China	01-2019
The Snacks Market in China	01-2019
The Online Education Market in China	11-2018
The Medical Devices Market in China (Update - 2017)	09-2017
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
The Green Building Sector in China	10-2013

Cross-sector

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

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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
An Overview of the Belt and Road Initiative	11-2019
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
How to Apply for a Working and Business Visa in China	11-2018
Processing Trade in China (2018 Update)	06-2018
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
E-Commerce in China	10-2017
How to start exporting wine to China	07-2017
Understanding Non-Resident Enterprises Taxation in China (Update - 2017)	04-2017
Drafting Sales Contracts When Exporting to China (Update - 2016)	07-2016
China Compulsory Certification (CCC) (Update - 2014)	07-2014
China Logistics and Distribution Guide	07-2014
Market Access to China - How to Find an Agent	07-2014
Product Safety and Conformity Assessment for Consumer Products	07-2014
Payment Options and Foreign Exchange Control in China	04-2014
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Understanding China's Procurement Processes	09-2012
Overview of Voluntary Labelling in China	11-2011
Product Liability in China	11-2011
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Exporting: Products and Services	
The Beer Market in China	06-2018
Food & Beverages Technical Requirements and Labelling (Update - 2017)	11-2017
The Imported Wine Market in China (2018 Update)	04-2018
Exporting Seafood to China: Market Trends, Regulations and the Procedure	04-2017
Exporting Alcoholic Drinks to China: Step-by-Step Guide to the Procedure	03-2017
Exporting Dairy Products to China (Update – 2016)	08-2016
Exporting Meat Products to China (Update – 2015)	06-2015
CCC Requirements for Vehicle, Motorcycle Parts & Components in China (Update - 2014)	07-2014
Importing Pharmaceutical Products to China	07-2014
Medical Device Registration (Update - 2014)	07-2014
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Introduction to Chinese Textiles & Apparel Standards	09-2011
Investing: Setting Up and Exiting	
How to establish a Foreign Invested Enterprise in China (Update – 2019)	07-2019
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Using the Third Jurisdictions when Investing in or Exporting to Mainland China	07-2014
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Understanding China's Turnover Tax System (Update – 2016)	07-2016
Preparing an Employee Handbook in China (Update – 2016)	07-2016
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Repatriation and Reinvestment of the Assets of a Foreign Invested Enterprise in China	08-2015
Visa and Residence Permit Application in China (Update - 2015)	01-2015
Developing a Truly Global Leadership Team	07-2014
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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
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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
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Dealing with Sales Disputes when Franchising in China	06-2018
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Brazzele Group & Jiakang Food Co Ltd: Cheese Production in China	05-2018
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Brouwerij De Halve Maan – Imported Beers Industry in China	12-2017
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WAKE Energy Drinks - Promoting Active Healthy Lifestyle in China	06-2017
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Epermarket – Online Expat Supermarket	08-2015
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FACCSA - Accessing Commercial Meat Industry in China	07-2014
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Everwines and Organic Farm - Going Online in the F&B Sector	08-2011
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CS Wines - Importing Wine in China	06-2011
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Taste Spain - Setting up Shop in the Food Industry	05-2011
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Impeto Medical – Exporting French Medical Diagnostic Devices to the Chinese Market	04-2017
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Imedco China - Adapting to the Challenges of a Changing Market	07-2016
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Covex - Exporting to the Chinese Pharmaceutical Market	08-2014
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Medigreen - Entering the Chinese Market	08-2012
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Bluepharma - Entering the Chinese Pharmaceutical Market	07-2012
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Linet - Exporting Medical Beds to China	08-2011
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Marsilli China – Setting up a Joint Venture in the Winding Machinery Sector	10-2015
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Siveco China: Lessons from 10 Years in the Chinese Maintenance Market	07-2014
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Bernard Controls China - Entering the Chinese Machinery Market	01-2013
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Metra - Exporting to the Chinese Machinery Sector	01-2013
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Adira - Entering the Chinese Machinery Equipment and Components Market	01-2013
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Food and Beverage

Healthcare

Machinery

	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)	03-2017
	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
		Remitsy: Growing a Fintech Startup in China
ICT	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
		Maison France Voyage: Selling Travelling Services to the Chinese Clientele
Services	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)		Date
Experts sharing their knowledge in a comprehensive online training		
	The EU SME Centre EU Industry Days 2021	02-2021
	Working with the EU SME Centre	10-2013
By Region	Opportunities in the Hainan Free Trade Port	05-2021
	Tapping New F&B Growth Opportunities in Chongqing (Part 1)	01-2021
	Tapping New F&B Growth Opportunities in Chongqing (Part 2)	01-2021
	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
	Regional Cities in China: Opportunities for EU SMEs in Tianjin	03-2014
	Regional Cities in China - Opportunities for EU SMEs in Chengdu	04-2014
	Regional Cities in China - Opportunities for EU SMEs in Changsha	03-2014
	Regional Cities in China - Opportunities for EU SMEs in Shanghai	03-2014
	Market Access for European Businesses in China's Water Sector	06-2021
	Selling Through Livestreaming in China	06-2021
Uncovering China's Dairy Sector	06-2021	
Circular Economy & the Water Sector	06-2021	
Digitalisation of the Water Sector	06-2021	
Cosmetics Sector in China	06-2021	
Cross-border E-commerce & The Roles of Free Trade Zones: Opportunities for SMEs	05-2021	
Interviewing European Companies at Interclean China 2021: Sharing insights & Best Practices	05-2021	
The Opportunities & Challenges of Doing Business in the Chinese Cleaning Market	05-2021	
Maneuvering Chinese Social Media – Differences & Best Practises	05-2021	
Business and Investment Opportunities in China	05-2021	
Building Construction Design in China: Opportunity and Roles for Foreign SMEs and Professionals	05-2021	
First Steps in the Chinese Market 2021	04-2021	

The Chinese Wine Market: What SMEs shouldn't ignore!	04-2021
How Well Prepared Are You To Sell In China? (3-parts)	04-2021
China's Healthcare and Medical Devices Market	04-2021
Tapping into the Cleaning Market in China: Opportunities and Challenges	04-2021
Urban Water Management webinar series (4 webinars)	03-2021
Blockchain Technologies in China: Opportunities for European SMEs (2-parts)	03-2021
Tapping Into the Health Food Segment in China	02-2021
Breaking Into the Chinese Green Construction Sector (2-parts)	02-2021
China's Food&Drink Market 2021 (2 parts)	02-2021
Intercultural Communication between China and Europe (3-part series)	02-2021
Cross-border E-Commerce Entering the Chinese Market Through the Power Of Social Networks in China	12-2020
Green and Circular Economy in China Business & IPR perspective (8-part series)	12-2020
Emerging Consumer Trends from 2020 in China Single's Day and Cross-border Supply Chain in China 2021	12-2020
Access to Chinese Market via Cross-border E-Commerce (CBEC)	04-2020
Crisis management during COVID-19 and impact on European SMEs	03-2020
Setting Up a Business in China	07-2019
Social Media Strategies for China	07-2019
WeChat MiniPrograms: You Do not Need an App for China or Do You?	02-2019
Women in Entrepreneurship in China	11-2018
Imported Food & Beverage Distribution in China	10-2018
Doing Business in China's Special Economic Zones	07-2018
Choosing and Using Agents Smartly when Setting up and Operating an FIE in China	07-2018
Artificial Intelligence in China 2030	06-2018
The Beer Market in China	06-2018
Imported Fruits Market in China	03-2018
Six Steps for Not Getting Lost in Translations	02-2018
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Payment for Non-Resident Enterprises: Obligation, Compliance, Issues and Forex Practice in China	02-2018

The Cosmetic Market in China	12-2017
Healthcare Market and Medical Device Market in China	09-2017
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Ten Steps to Access China's Fast-moving Consumer Goods (FMCG) Market	05-2017
Developing a WeChat Strategy for Your Business in China	03-2017
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Understanding Chinese Business Culture: Making the Right Step Early on in the Market	07-2016
How to Market Your Small Business in China on a Shoestring	06-2016
China's Evolving Energy and Environment Sector: Policy, Market Opportunities and Business Strategies	06-2016
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General Aviation Sector in China: Status, Challenges, Outlook and Useful Contacts	03-2016
Using Free Trade Zones to Sell Online in China	01-2016
Energy & the Environment in China: Development, Trends & Opportunities for SMEs	12-2015
How to Adapt your Communication Strategy to the Chinese Market	10-2015
How to Approach the Chinese Tourism Market and Seize the Opportunities	10-2015
How to Prepare for Food & Beverage Trade Fairs in China	09-2015
Access to Equity Financing for EU SMEs Based in China: Different Options from Seed Financing to Listing	07-2015
How to Develop Effective Digital Marketing Strategies in China	07-2015
How to Export Meat Products to China	06-2015
China's ICT Sector: Market Opportunities and Challenges	05-2015
Entering China's Food and Beverage Market for EU SMEs	05-2015
How to Access Chinese Investment	04-2015
How to Improve Cyber Security for Your Business in China: Practical Advice for European SMEs (Session 1)	03-2015
How To Minimize Risks When Concluding Contracts in China	02-2015
How to Access the Opportunities from Chinese Outward Investment: Impact on EU SMEs	09-2014

Cultural and Creative Industries in China	07-2014
How to Successfully Transfer Your Technology: Impact on SMEs with a Focus on China	05-2014
Smart Metering and the Smart Grid in China - Opportunities for EU SMEs	05-2014
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The Energy Efficiency Market for EU SMEs in China	05-2014
Dairy Exports to China - The Market, Regulations and Opportunities for EU SMEs	04-2014
Opportunities for EU SMEs in China's Healthcare Sector	04-2014
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How to Find the Right Chinese Partner? Preliminary Due Diligence on Business Partners (Update)	04-2013
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	How to Tap into China's Thirst for Green Building? Opportunities for European SMEs	03-2013
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	Product Safety - China's Safety Compliance	07-2017
	Accounting Issues and Particularities in China	06-2017
	Barriers to Entry the Chinese E-commerce Market	04-2017
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	Improve Packaging to Protect Your Beverage Products from Counterfeits in China	06-2016
Standard and Conformity	Exporting Dairy Products to China: Food Safety Law and Cross-border E-commerce Policies	03-2016
	Exporting Organic Food to China: Food Safety Law and Cross-border E-commerce Policies	03-2016
	How to Ensure Quality Control of Your Products and External Service Providers in China	01-2016
	What SMEs should Know about Product Safety for Consumer Products in China	09-2015
	How to Access the Chinese Medical Devices Market	05-2015
	How to Apply for the CCC Mark in China	05-2015
	Product Safety for Consumer Products in China - An Introduction for EU SMEs	04-2014
	F&B Customs Procedures and Labelling - A Step-By-Step Guide	02-2014
	European SME Week Webinar Series Part 5: Applying for the CCC Mark in China	11-2013

	How to Get my Goods through Chinese Customs?	02-2013
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	Overview & Updates for Business Visa application in China	04-2015
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	Recruiting and Employing Foreigners in China How to cope with HR challenges in China	06-2013
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	How to Manage China’s Most Important Resource? Tapping into the Full Potential of China’s Generation Y	04-2013
	How to Manage China’s Quintessential Resource - Its People? Overcoming the Legal Challenges	03-2013
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	What does it take to set up & operate a foreign company in China?	03-2021
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Legal	Commercial (FIE) Litigation Practice in China	06-2019
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	The ABC to Handling Late Payments as a Foreign Business in China	01-2019
	Spotlights on China’s Individual Income Tax Reform	11-2018
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Legal	China's Taxation on Non-resident Enterprises	05-2017
	How to Avoid Common Mistakes when Entering into Sales Contracts in China	06-2016
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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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How to engage the government as an SME (2 parts)		03-2021
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Update on China's Trade Policy		06-2018
China's Two Sessions: Knowing which Way the Wind Blows		05-2018
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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
China's 'Water Ten' Plan: Introduction, Analysis and Market Insights	11-2015

Last updated **July 2021**.

All documents are available for small and medium-sized enterprises from the European Union and COSME participating countries. All publications can be downloaded from the website of the EU SME Centre at www.eusmecentre.org.cn. Recorded webinars can be found on the EU SME Centre's YouTube channel <https://www.youtube.com/EUSMECentre>.



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