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## Interactive and engaging online event receives highly positive feedback

On January 21, The EU SME Centre and EUROCHAMBRES conducted an online training workshop in cooperation with the Portugal-China Chamber of Commerce and Industry (CCILC), that focused on Intercultural Communication between China and Europe. The workshop was organised after an MoU was signed between the Centre and CCILC earlier this month and was opened to all SMEs from the EU and COSME participating countries.

The training was lectured by Antonio Liu who gave the audience an overview of the main key to overcome the cultural barrier between East and West and gain success when communicating and working with China. Antonio analysed the different cultural dimensions explaining in detail those that characterise the Chinese culture, gave tips to the audience on how to decode the Chinese mindset, and shared real examples on how to keep your mianzi (面子) and guanxi (关系) when working together with Chinese business partners.

During the 3-hour training workshop, all the participants had the chance to interact and engage in the workshop by exchanging impressions with Antonio and the other participants on the different dimensions related to intercultural communication. With approximately 250 participants the outcome and feedback of the workshop were very positive.

The Centre would like to thank all who participated in the event and we are looking forward to collaborating with CCILC on future joint activities.

*If you are a business support organisation in EU or a COSME country and have affiliated companies interested in the Chinese market, please contact our Partnership Coordinator to obtain further information about partnerships and collaborations. The EU SME Centre offers a wide range of complimentary services to partners and affiliated SMEs to improve their readiness to the market.*

### **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)*



The EU SME Centre is a project funded by the European Union.  
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