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EU SME Centre signs MoU with United Investment Europe S.A

On 29 January 2021, a Memorandum of Understanding (MoU) was signed between the EU SME Centre and the United Investment Europe S.A. to strengthen future cooperation between the two sides on China-related business activities in China, Europe and COSME participating countries. The aim is to cooperate on the design and implementation of joint activities to increase synergies with other EU initiatives, contributing to the common goal of supporting target SMEs interested in doing business in China.

Special focus is placed on increasing the presence and development of EU SME's business activities in the second and third tier cities in China as well as to promote the advocacy to maintain and develop government relations.

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 United Investment Europe S.A and China Belgium Technology Centre (CBTC)

Located in Belgium, it is the first comprehensive science and technology park invested by China in Europe. The CBTC has been conceived as a platform for Chinese enterprises to enter Europe while helping European companies' market entry in China. Its objective is to facilitate the cooperation between Chinese and EU high-tech companies.

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

