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PRESS RELEASE

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EU SME Centre signs MoU with CCPIT Hebei Council

On 11 November 2020, the EU SME Centre participated in the *China - Italy Industry Matchmaking Exchange Conference* in Shijiazhuang, capital of the Hebei province, where a Memorandum of Understanding (MoU) was signed between the EU SME Centre and the International Trade Hebei Council (CCPIT Hebei) to strengthen future cooperation between the two sides in economic and trade fields.

The event was organized by the China Council for the Promotion of International Trade Hebei Council (CCPIT Hebei) in cooperation with the Chamber of International Commerce Hebei Chamber of Commerce (CCICC), and the China-Italy Chamber of Commerce (CICC). Additionally, the event was co-organised with Hebei Development and Reform Commission, Industry and Information Technology Department of Hebei Province, the EU SME Centre and the Danish Chamber of Commerce, who also signed a MoU at the event.

The event was joined by several high-level representatives of the Chinese local government and European business organisations and Embassies. The occasion allowed many entrepreneurs to learn about key industries in Hebei and the opportunities for foreign cooperation. Several post epidemic international cooperation opportunities was mentioned during the CCPIT presentation, specifically within the areas of industrial design, high-end manufacturing, general aviation, and biomedicine. Emphasis was placed on mentioning all relevant industries to which cooperation with international enterprises who possess expertise in industries related to the abovementioned areas is wanted. The planning for future projects in Hebei includes the Winter Olympics in 2020, planning and construction of Xiongan New Area and Airport Economic Zone of Beijing Daxing International Airport as part of the Beijing-Tianjin-Hebei coordinated development. The need for international expertise within these areas can provide European SMEs with opportunities to contribute to the already prosperous Sino-European cooperation. The EU SME Centre will continue to develop strong networks to ensure that Chinese authorities and entities will keep supporting European SMEs who wish to do business in China.

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 website www.eusmecentre.org.cn

