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PRESS RELEASE

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Successful completion of first hybrid event on Green & Circular Economy in China

On Tuesday 15 December 2020, the first hybrid workshop of the EU SME Centre was held, in cooperation with the Danish Chamber of Commerce in China, one of the consortium partners of phase III, the Embassy of the Republic of Slovenia, and with support from China IPR SME Helpdesk. The event gathered fourteen speakers who all shared insights on different aspects of green and circular economy, both from the European and Chinese perspectives. It attracted more than 80 offline and online participants – among which there were the Ambassador of Slovenia to China, H.E. Alenka Suhadolnik, and the Ambassador of Finland to China, H.E. Jarno Syrjälä.

Climate change has received enormous attention and has become an increasingly central topic in the agenda of all countries around the world, including China. The purpose of the workshop was thus to share additional insights and to share experience and good practices on this topic, from the perspective of both public policy and business. Particular attention was given to China's priorities for the 14th Five-Year Plan, as well as to increasing business opportunities for European companies created by China's attention towards sustainability and climate change. In this context, the workshop invited representatives from innovative European and Chinese SMEs operating in the field of green and circular economy, to share their experience in doing business in/with China and to provide recommendations to all the participants.

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.

To learn more about the Centre, visit website www.eusmecentre.org.cn

