

The EU SME Centre is a project funded by the European Union. The EU SME Centre provides a comprehensive range of hands-on support services to European Small and Medium-sized Enterprises (SMEs), assisting them to establish, develop and maintain commercial activities in the Chinese market.

By offering support through the provision of information, confidential advice, networking events and training, the Centre focuses on the crucial early stages of SMEs' market penetration strategy. The Centre also acts as a platform facilitating coordination amongst Member State and European public and private sector service providers to EU SMEs.

Our services

- Knowledge Centre - Nearly 200 comprehensive market reports and case studies available.
- Advice Centre - Get you prepared for the Chinese market through free access to our experts.
- Training Centre - Raising awareness of market opportunities and challenges in China through comprehensive workshops - online and offline.
- SME Advocacy Platform - Providing coherent, consistent, and consolidated voice for European SMEs.

Our expertise

Our team of experts provide practical advice and support services to assist SMEs' business development needs, empowering them with the real knowledge and tools required to facilitate market access and increase competitiveness in the Chinese market. Our range of services cover:

- Business Development – Introduce key sector opportunities as well as potential challenges for European SMEs in China. Provide tools to develop and market your business.
- Legal Affairs – Provide first line information on the legal environment in China, offer confidential advice on legal issues with a focus on contracts, taxation, preliminary due diligence, entry modes, payment conditions, labour, dispute settlement and access to finance.
- Standards – Help you navigate China's standards and conformity assessment procedures, smooth the way for you to get your goods, services, and technology through Chinese customs and into the market.
- Human Resources – Provide information about labour regulations and employment in China.
- Access to a service providers directory and information databases.
- Any other practical, hands-on support services to EU SMEs wishing to export to or invest in China and directing SMEs to other specialised service providers.

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