

New Italian Ambassador Alberto Bradanini Visits EU SME Centre

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HE Mr Bradanini led a visit of Italian officials to the EU SME Centre on February 5 to find out how the Centre is assisting European small and medium-sized enterprises to access the Chinese market. The Italian delegation was accompanied by members of the Delegation of the European Union to China. After introductions, Centre Director Chris Cheung gave a presentation on the Centre, detailing its services and past support to Italian SMEs, in particular through enquiries, consultations, webinars, trainings and collaboration with the Italian Chamber of Commerce in China.



Mr Bradanini expressed his keen interest in the EU SME Centre and thanked the team for the work provided to assist Italian SMEs. He invited the Centre to regularly communicate and meet with his team and to use the support of the Embassy to help reach out to more Italian SMEs and raise the awareness of the Centre in Italy. He strongly encouraged the Centre to share best practices among Member States, emphasising that they all share common interests in improving competitiveness of their SMEs.