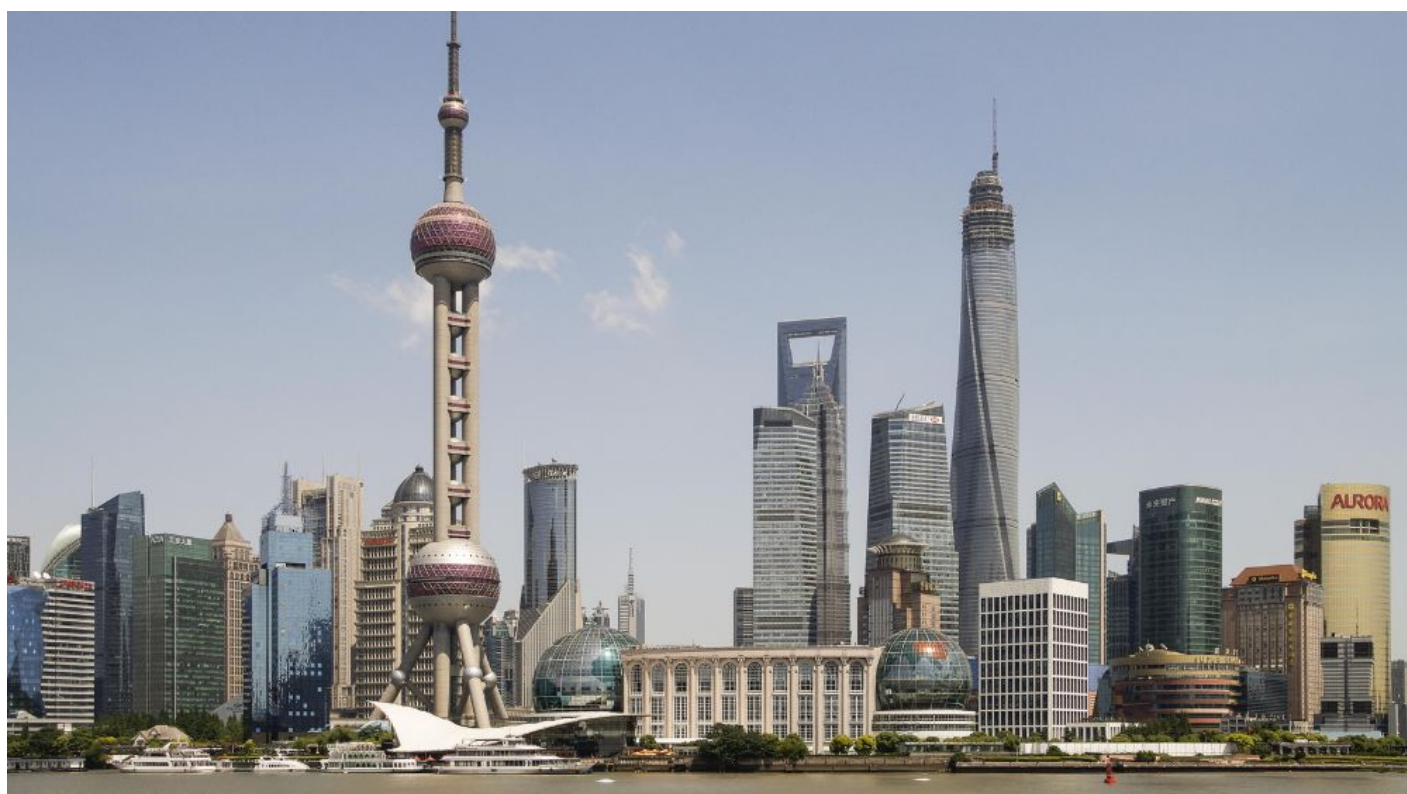


Centre Organised the Second Edition of Understanding China Training in Brussels

TAGS

Others

ARTICLES | 15 November 2015



On November 12 and 13, 2015, the EU SME Centre organised the second edition of the 'Understanding China Training Update' – a special programme exclusively offered to intermediary organisations such as Chambers of Commerce and Trade and Investment Promotion Agencies.

The agenda included macro-economic topics, current mega-trends in China and workshops focusing on European SMEs interested in growing their business in China.

The slowdown of the Chinese economy and its "New Normal" has immediate effects on European companies active in China. The shift towards a more consuming economy focusing on the services sector is a main driver and at the same time a challenge for all companies in China. Nonetheless, China is still an attractive market for many companies, even though a very challenging one.

China's involvement on international level is growing and China is active on every continent, including Africa and Latin America in particular. With new initiatives such as the Asian Infrastructure Investment Bank and the One Belt One Road plan together with the idea of creating a link to the Juncker Plan, China presents itself as the new strong world power.

The participants learnt also more about the latest changes in the Chinese legal environment, including the abolition of minimum registered capital requirements, cancellation of capital verification procedures and the replacement of annual inspection system with annual report system.

Another topic of special interest to the participants was the in-depth analysis of Chinese Overseas Foreign Direct Investments: Why do Chinese investors choose certain regions in Europe and what are the main factors considered by Chinese companies before they start investing.

With e-commerce and other specific guidelines on how to export to China, the EU SME Centre concluded the two-days training providing a comprehensive overview on the latest developments in China relevant for all European companies who are already active in China or for those who are interested to internationalise there.

The EU SME Centre will organise the third edition of Understanding China Training Update in 2016. Details will be announced in early 2016.

About Understanding China

A programme of the European Commission from 2009 until 2012, implemented by EUROCHAMBRES aimed to improve the knowledge on China in European businesses, especially SMEs.

About EUROCHAMBRES

Established in 1958 as a direct response to the creation of the European Economic Community, EUROCHAMBRES acts as the eyes, ears and voice of the business community at EU level. EUROCHAMBRES is involved in different EU internationalisation initiatives, including the EU SME Centre.

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, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners – the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.