

EU SME Centre and Cork Chamber Bring China Supports Closer to Irish SMEs

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The EU SME Centre signed a Memorandum of Understanding (MOU) with EEN partner Cork Chamber on June 22nd. Speaking from Beijing, Anne-Laure Maddy, Marketing and Communications Manager at the EU SME Centre, said: “The Centre can provide business support to Irish SMEs in a number of ways, from basic enquiry and market research services for companies wondering whether they are ready for China, right up to technical solutions and sector-specific workshops for companies that want to take their Chinese business activities one step further. We also run regular webinars on a variety of topics and SMEs signing up to our website will have access to a vast library of reports and information guides about the Chinese market.”

Speaking about the MOU, Katherine Fitzpatrick, EU and Trade Manager in Cork Chamber, said: “This MOU commits us to working with the EU SME Centre in Beijing on collaborative events and initiatives that will provide invaluable information and support for Irish SMEs looking towards the Chinese market. The EU SME Centre is also a new partner in the Enterprise Europe Network (EEN) and therefore a perfect partner for Cork Chamber, who have also hosted the EEN project since its inception in 2008.”

The first collaborative event between the EEN at Cork Chamber and the EU SME Centre, will focus on E-Commerce for SMEs, and will be held on Tuesday 30th June in the River Lee Hotel (08.30-11.00). Expert presenter Pablo Recio Gracia will talk through some of the key themes to be aware of for companies looking at online sales in China, including internet and social media in China; the main players/platforms and behaviour and demand in the Chinese consumer. This is an excellent opportunity to hear first-hand from an experienced expert about the pros and cons of online trading in China.

This seminar is FREE but booking is essential, via the Chamber's website, www.corkchamber.ie. For more information contact Katherine@corkchamber.ie.

About the EU SME Centre

The EU SME Centre helps EU SMEs prepare to do business in China by providing them with a range of information, advice, training and support services. It is an initiative implemented with the financial support of the European Union.

The Centre is managed 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.

About Cork Chamber

Cork Chamber is the leading business organisation in Cork supporting and representing the interests of approximately 1,000 businesses employing around 100,000 people in the region. For more see www.corkchamber.ie.

About the Enterprise Europe Network

The Enterprise Europe Network was established by the European Commission in 2008. There are around 600 Enterprise Europe Network member offices across more than 60 countries which provide business support to SMEs. Members such as chambers of commerce and industry, technology centres and universities, regional development and innovation agencies bring together around 4500 local experts.

The Network helps ambitious SMEs innovate and grow internationally, combining international business expertise with local knowledge to help them enter new markets, forge new commercial partnerships, access finance and grow faster. For more information on the Enterprise Europe Network in Ireland, see www.een-ireland.ie.