

# EU SME Centre on China's CCTV News Channel: Getting European SMEs Ready for the Chinese Market

TAGS

About the Centre

ARTICLES | 1 February 2015



To set up shop is definitely no walk in the park, but with the right ingredients, a little help and persistence, European SMEs can eventually yield positive returns. “Giving a helping” hand – this is the mission of the EU SME Centre in Beijing.

In a recent interview with China’s CCTV news channel, EU SME Centre Director Chris Cheung and Legal Advisor Ludmila Hyklova discussed how European small businesses are doing in today’s Chinese market place and how the Centre can help.

Also featured in this episode is French entrepreneur Maia Orgogozo, who received the Centre’s legal advice and has been running successful restaurant business in Tianjin.