

Get Ready for Phase II - The EU SME Centre Unveils New Services for SMEs

TAGS

About the Centre

ARTICLES | 25 November 2014



Following the success of the [first phase](#), the EU SME Centre officially launched its second phase at the EU Delegation in Beijing on November 26th, 2014, having secured funding from the European Union for another four years.

Chris Cheung, Centre Director, unveiled three new service centres – Knowledge Centre, Advice Centre and Training Centre – which will build on the services provided in the first phase to deliver more in-depth business support to small and medium enterprises (SMEs) seeking to internationalise in China.

Also new in the Centre's second phase are the advocacy platforms that the Centre will be establishing; giving EU SMEs a voice to effectively share their challenges and influence policy. The Centre will strengthen advocacy of EU business and negotiations on trade and investment, with the objective of creating a level playing field for SMEs in China.

Stakeholders and partners representing the member states and SME networks exchanged their views on the future of the EU SME Centre's services. Moving forward, the Centre will continue to develop strong relationships with EU based partners to offer services via their business networks. Mike Dethick, Chairman of the Board of the EU SME Centre, explained the importance of working

with the Centre and underlined that success will come from “close partnerships, engagement and inclusion”.

Opening the launch, H.E. Hans Dietmar Schweisgut, Head of the Delegation to the European Union to China, spoke of the EU’s efforts to promote a climate of entrepreneurship and the development of a more integrated strategy for the internationalisation of SMEs. He praised the EU SME Centre for being a tangible and successful example of providing business support services and said he was confident that the success of the Centre will continue and “develop into an even more effective tool” in the second phase.



(From left to right) Mike Dethick, Executive Director of the China-Britain Business Council and Chairman of the Board of the EU SME Centre, H.E. Hans Dietmar Schweisgut, Head of the Delegation of the European Union to China, Chris Cheung Director of the EU SME Centre.

Key Figures from Phase One

• 114 Publications • 95,928 downloads • 2400+ Enquiries & Consultations • 28 Member States • 96.7% satisfied feedback • 76 Webinars since 2012 • 3,937 participants • 2,303 YouTube views • 314 Trainings in EU and China • 15,657 participants • 25 Member States

About the EU SME Centre

The EU SME Centre helps European SMEs get ready for China. Financed by the European Union, the Centre provides practical information, confidential advice, training and business tools to better equip SMEs to develop their business and tackle challenges faced in the Chinese market. All services are available on the Centre’s website after registration at: www.eusmecentre.org.cn

The Centre’s six implementing partners are the China-Britain Business Council, the European Union Chamber of Commerce in China, the French Chamber of Commerce in China, the China-Italy Chamber of Commerce, the Benelux Chamber of Commerce and EUROCHAMBRES.