

Mission for Green Growth - EU SMEs Get Ready for China

TAGS

Energy, Machinery equipment and components

ARTICLES | 21 July 2013



137 European and Chinese companies participated in a matchmaking session organised by the EU SME Centre to foster business partnerships in China's green technology sector

European Commission Vice-President Antonio Tajani opened the matchmaking session of the Mission for Green Growth to China today at the Westin Chaoyang Hotel in Beijing. 51 European and 86 Chinese companies participated in over 335 business meetings facilitated by the EU SME Centre and Enterprise Europe Network (EEN), helping small and medium-sized enterprises (SMEs) to build partnerships and develop their businesses in the Chinese market.

Demand for innovative technologies able to reduce environmental pollution and increase people's quality of life has been steadily increasing in recent years in China. Attracting close to EUR 50 billion, the country became global leader in green energy investment in 2012. The government plans to add another 49 GW of renewable energy capacity in 2013 alone, boosting it to a total of more than 200 GW. In the European Union, capacity stood at 128 GW in 2012.

'Cutting-edge green technologies from Europe are highly sought after in China', says EU SME Centre Director Chris Cheung. 'The country has set itself ambitious goals to sustain economic growth while reversing its negative impact on the environment. European SMEs are a prime source

of innovative solutions for Chinese companies in this sector, but finding the right partnerships will be the key to success’.

Companies taking part in the mission also benefitted from a briefing session at the Delegation of the European Union to China in Beijing the day before, giving them a chance to learn more about doing business in China. EU SME Centre Director Chris Cheung together with experts from the European Union Chamber of Commerce in China, the China IPR SME Helpdesk and the Enterprise Europe Network offered practical information and advice to help newcomers better understand the China green tech market and the services available to help them as they approach the market.