

# Retrospect and Prospect – Celebrating Successful Completion of the first Phase of the EU SME Centre

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The EU SME Centre celebrated the successful completion of the first phase and shared plans for the future of the Centre with stakeholders and partners in an event at the EU Delegation to China on June 26th in Beijing.

The event gave the opportunity for stakeholders to give their feedback on the Centre's services and express their view on how the Centre could better assist EU Small and Medium-sized Enterprises (EU SMEs) develop their businesses in China.

Chris Cheung, the Centre Director, provided an overview of the main achievements and thanked the Consortium partners, experts and staff for their contribution. He also shared two cases of European SMEs who used the Centre's services, adjusted their market strategy and made their initial entry successfully.



During the event, Jean-Marie Avezou, the Minister Counsellor at the European Delegation to China, introduced the current EU policy environment for supporting SMEs in accessing the international market, and said the Centre was an excellent model for other similar centres around the world.



Brian Outlaw, Senior Advisor to the Centre, highlighted the importance of understanding the real needs of European SMEs in the Chinese market when developing services for them.



Robbert Gorris, Chairman of the Consortium, explained the roles and responsibilities of the partners in the Centre's operation during the first phase.

