Image not found or type unknown

Publications List

Image not found or type unknown

Image not found or type unknown

Articles	Date
Advocacy	
Survey Key Findings: Information Gathering Survey for the 2025/2026 Inter-Chamber SME WG Position Paper	05-2025
Infographic: China's Policy Environment for SMEs in 2022	08-2022
Infographic: SME Policy Environment in 2021	08-2021
Administrative Measures for Government Procurement to Promote the Development of SMEs (2021)	01-2021
Advocacy Newsletter - Special Issue COVID-19	02-2020
Further Analysis of the Draft New Foreign Investment Law in China	03-2015
Business Partnerships	
The Art of Making Friends	01-2014
Construction	
The Green Building Sector in China	12-2014
Building Rome in a Week (or Two) - The Construction Sector in China	09-2013
Consumer Goods	
How to Export Pet Food Products to China: Market Access Requirements and Procedures	07-2022
Product Safety of Consumer Goods in China – A brief Introduction into China’s Compliance of Toys	05-2017
Cosmetics	

© 2026 EU SME Centre

GMP Certificate for Animal Testing Exemption for General Cosmetics	02-2021
IP Protection in China for the Cosmetics Industry	01-2017

E-Commerce

China’s Cross-Border E-Commerce: Your Gateway to the Chinese Market	09-2019
Using WeChat for Business: All-in-One from Online Payment to Customer Service	11-2016
How to Remove Counterfeit Goods from E-Commerce Sites in China	11-2016
New Rules on China's Cross Border E-commerce	04-2016
Doing E-commerce in China: Advice and Best Practices	11-2015
The Future of Retail in China is Both Online and Offline	11-2015

Financing and Taxation

Registered Capital in China: What Is it and How Much Do I Need?	09-2023
Financing Issues of SMEs in China and Key Measures from the Government	04-2018
Advice on Financing in China for EU SMEs	01-2015
Access to Finance for SMEs - Introducing EU Competitiveness of Enterprises and SMEs Programme (COSME)	01-2015

Food & Beverage

China's Safeguard Investigation into Imported Beef	01-2026
China Launches an Anti-Subsidy Investigation into Dairy Imports from the European Union	08-2024
Exporting Food & Beverage Products from Europe to China	08-2024
China’s Dairy Sector	08-2023
Infographic: Facts and Figures on China's Dairy Market	07-2023
F&B Survey Results: Customs Processes and the CIFER System	05-2023
Infographic: Selling Wine in China	01-2023
All You Need to Know About GACC Single Window Registration for F&B Manufacturers	12-2021
The Advent of Agrifood	08-2018
Agricultural Sustainability and Challenges to China’s National Food Security	07-2018
China Institutional Reform: What Does it Mean for the Food Industry?	07-2018
Conosci I tuoi competitor: Chi Sono i Principali Esportatori di Vino in Cina	05-2018
Zuivel producten exporteren naar China: 7 belangrijke stappen	05-2018

© 2026 EU SME Centre

Knowing Your Competitors: Who Are Leading Wine Exports to China	08-2017
Healthy, Happy People: China’s New Food Safety Law's Impacts on Health and Special Food Exporters	03-2017
Trends of China’s Meat Imports from the EU: A Brief Analysis of 2016 Trade Data (Jan to Sep)	12-2016
Selling Food and Beverage Products to China: Opportunities on the Rise but Deeper Understanding of the Market Required	12-2016
Selling Dairy Products to China: 7 Steps You Must Know	11-2016
Intellectual Property Protection in the Food & Beverages Industry in China	09-2016
China Strengthens Regulations on Imported Honey Products	08-2016
China's New Food Safety Law: Benefits for Chinese Consumers, Challenges for European Exporters?	05-2016
Analysis of Recent Growth in China’s Wine Imports	05-2016
From Farm to Chopstick: Changes in China’s Food Safety Law	09-2015
How to Export Meat Products to China	06-2015

Green Development

Waste Reduction: Managing the F&B Industry's Environmental Impact	05-2025
Green Development in China: Opportunities and Challenges for European SMEs	03-2025
Challenges Facing the Water Sector in China: Economic drivers and opportunities for EU SMEs	02-2020
China’s Green Tech Market: Business Opportunities and Market Access Advice for EU SMEs	07-2017
China’s Green Energy Market: Business Opportunities for EU SMEs	01-2016
The Green Building Sector in China	12-2014

Healthcare

The Healthcare Market in China (2021)	08-2021
Medical Device Regulations in China	04-2015

Human Resources

How to Navigate Intercultural Behaviour and Communication Effectively in China	09-2024
HR Insights for SMEs: From Talent Pool to Work Contracts	03-2024
Women Entrepreneurs in China: Breaking Glass Ceilings	12-2018
What China’s Four Generations Want in the Workplace	01-2017
Preparing a Practical Employee Handbook in China: What You Should Include	09-2016
HR Challenges in China	11-2015

© 2026 EU SME Centre

Working with Today's Chinese Business Leaders	12-2014

Information and Communication Technology (ICT)

Little Giants: European SMEs in China's R&D Environment	04-2023
Mounting Obligations: Cybersecurity, Data and PI Protection	12-2022
Evolution & Opportunities in China’s Artificial Intelligence	06-2019
China’s New Cyber Security Law: What It is About and How to Prepare for It	04-2017
Entering the Software Business in China	01-2017
China’s ‘Internet Plus’ Strategy: Context and Market Opportunities for European Small Businesses	06-2016
Infographic: How European Small Businesses Use WeChat	06-2016
Made in China 2025: Strategic Industries and Emerging Business Opportunities	03-2016
Changes in the Conditions for Accreditation of High-Tech Enterprises in China	02-2016
Bytes of China: Insights into the ICT Market	08-2015
Cybersecurity in China: What You Need to Know	03-2015

Intellectual Property

IP Protection in China for the Cosmetics Industry	01-2017
How to Remove Counterfeit Goods from E-Commerce Sites in China	11-2016
Marking Your Territory: Choosing a Trademark in China	06-2016
Tips for protecting your IP in China and South-East Asia	06-2016

Leisure and Recreation

Destination Europe: Chinese Tourism Infographic	05-2023
Chinese Outbound Travellers	08-2019

Market Access

Invest in China: How to Navigate the Negative Lists	07-2019
The Foreign Investment Law | March 2019	03-2019
Foreign Investment in China: Some Advice for SMEs	09-2017
China Extends Its Foreign Investment Administration Reform throughout the Country	10-2016
China's New Law on Overseas NGOs: What Will Change for Setting Up and Ensuring Smooth Operations	07-2016
Understanding China’s Latest Draft Negative List for Market Access	05-2016

© 2026 EU SME Centre

China's New Foreign Investment Guidance Catalogue (2015 Amendment)	04-2015

Marketing

De Chinese markt op het internet	11-2018
China Digital Landscape: Challenges and Advice for EU SMEs	09-2017
Of Micro Blogs and Macro Markets	03-2013

Risk Mitigation

Simple Steps to Minimise Risks of Being Scammed When Purchasing From China	08-2022
Business Risk Management in China	09-2015
The Art of Making Friends	01-2014
All's Well That Ends Well - How to Close Down a Business	11-2013
Due Diligence for Joint Ventures in China	06-2013

Standards and Compliance

Updated Guidelines on the China Compulsory Certification (CCC) scheme	12-2020

Supply Chain and Logistics

With Lockdowns in China, Can Your Supply Chain Remain Resilient Against Crises?	04-2022

Taxation

Three Scenarios that Lead to an Audit in China	01-2024
Tax Planning in China: Methods and Preferential Policies	01-2024
Chinese Sales Contracts: How to Set Favourable Tax Terms for Your Business	10-2023
How to Prepare for Leaving China: Social Security, Savings, and Tax Tips	12-2019
Understand the VAT System in China: Scope, Taxpayer Types, VAT Rates and Invoice	11-2016

Trade Fairs

Preparing for Trade Fairs in China: Before, During and After Event Tips	02-2016

Other

EU Sanctions Against Russia: Practical Implementation of the "No Russia Clause"	02-2025
Hainan Free Trade Port | Contribution article in EURObiz	04-2021
Overview of Foreign Investment in Hainan Free Trade Port	01-2021
Overview of policies for foreign investors in the Beijing Free Trade Zone	12-2020

© 2026 EU SME Centre

Reasons to be Cheerful. Why the slowdown in the Chinese economy is not all bad news.	06-2019
Voorbereiden op beurzen in China, tips: voor, tijdens en na het evenement	11-2018
Dealing with Change - Business Opportunities and Challenges for European SMEs in China’s Shifting Landscape	11-2016
China’s New Normal and Opportunities for European Small Businesses	03-2016
China’s Transforming Economy: Opportunities and Challenges for European SMEs	01-2015
All's Well That Ends Well - How to Close Down a Business	11-2013

EU SME Centre Newsletters - Browse the Latest Issues and Subscribe	02-2026

© 2026 EU SME Centre

Guidelines	Date
Business Basics	
Customs Clearance - Analysis of a Typical Customs Inspection Case	03-2020
Who is Who: Navigating Chinese Administration Systems for Exporting Goods to China (2019 Update)	10-2019
How to Establish a Foreign Invested Enterprise (FIE) in China (2019 Update)	07-2019
Establishment of a Foreign Invested Enterprise in China	07-2017
Using Third Jurisdictions when Investing in or Exporting to Mainland China	07-2014
Export of Goods to China	07-2014
Business Exit	10-2013
Establishment and Operation of a Representative Office in China	09-2011
Business Partnerships	
Negotiating and Dealing with Chinese Business Partners	10-2013
Consumer Goods	
Product Safety and Conformity Assessment for Consumer Products	07-2014
Cosmetics	
Exporting Cosmetics to China (Regulations Update 2022)	02-2022
Dispute Resolution	
Dispute Settlement with Chinese Companies	07-2012
E-Commerce	
Guideline on Cross-Border E-Commerce in China (2019)	07-2019
How to Set Up a Cross-Border E-Commerce Shop in WeChat	01-2018
E-Commerce in China	10-2017
How to Sell Your Food & Beverage Products Online in China	01-2017
Selling Online in China	07-2014
Financing and Taxation	
Payment Options and Foreign Exchange Control in China: 2025 Update	04-2025
Repatriation and Reinvestment of the Assets of a Foreign Invested Enterprise in China	08-2015

© 2026 EU SME Centre

Payment Options and Foreign Exchange Control in China	07-2014
Foreign Investment Financing in China	06-2014

Food & Beverage

Exporting Meat Products to China: 2025 Update	06-2025
Guidelines on GACC/CIFER Registration for European F&B Establishments	07-2024
Guidelines on Exporting Health Food to China	05-2023
Food Additives in China: Regulations and Practical Cases	12-2022
Mandatory GACC Registration for European Food & Beverage Establishments: 2022 Guidelines	06-2022
Exporting Pork Products to China	03-2022
Health Food Regulations in China	04-2020
Customs Clearance for Imports in China	03-2020
F&B Technical Requirements and Labelling	11-2017
How to Start Exporting Wine to China	07-2017
Exporting Seafood to China: Market Trends, Regulations and the Procedure	04-2017
Exporting Alcoholic Drinks to China: Step-by-Step Guide to the Procedure	03-2017
How to Sell Your Food & Beverage Products Online in China	01-2017
Exporting Meat Products to China	08-2016
Exporting Dairy Products to China	07-2016
Food and Beverages Technical Requirements and Labelling (2015 Update)	08-2015
Food Additives in China	02-2013

Green Development

China Industrial Wastewater Policy Overview and Opportunities in Qingdao and Chengdu	02-2020
Corporate Social Responsibility for EU SMEs in China	03-2014
Overview of Voluntary Labelling in China	11-2011

Healthcare

Guidelines on Exporting Health Food to China	05-2023
Medical Devices Registration	07-2014
Importing Pharmaceutical Products to China	07-2014

© 2026 EU SME Centre

Human Resources

China Individual Income Tax Law	04-2020
Chinese Labor Laws	01-2019
How to Apply for Chinese Work Visa and Business Visa	11-2018
Preparing an Employee Handbook in China	07-2016
Developing a Truly Global Leadership Team	07-2014
Labour Laws in China	01-2012

Information and Communication Technology (ICT)

Personal Information and Cybersecurity Protection in China	04-2020
Technology Transfer Agreements with China (2019 Update)	10-2019
Made in China 2025: Market Opportunities for EU SMEs	04-2018
Selling Software and Providing IT Services to China: Regulations and Practice	06-2017
Handbook on How to Establish a Europe-China Joint Research Structure	10-2014
Network Access Licence	05-2011

Leisure and Recreation

The Football Industry in China	03-2019

Machinery and Components

Processing Trade in China (2018 Update)	06-2018
CCC Requirements for Vehicle, Motorcycle Parts & Components in China	07-2014
Processing trade in China	05-2011

Market Access

Market Access to China - How to Find an Agent	07-2014
Understanding China's Procurement Processes	09-2012

Marketing

Digital Marketing Essentials for China (Update 2020)	04-2020
Marketing for EU SMEs in China	05-2014

Risk Mitigation

Simple Steps to Minimise Risks of Scams	01-2026

© 2026 EU SME Centre

Drafting Sales Contracts When Exporting to China | 2022 Update	10-2022
Drafting Sales Contracts When Exporting to China	07-2016
Business Exit	10-2013
Due Diligence for Joint Ventures, Mergers and Acquisitions in China	07-2013
Product Liability in China	11-2011

Standards and Compliance

Understanding Company Administrative and Reporting Rules in China	07-2016
China Compulsory Certification (CCC)	07-2014
Product Safety and Conformity Assessment for Consumer Products	07-2014
Packaging in China	02-2013
Introduction to Chinese Textile & Apparel Standards	09-2011

Supply Chain and Logistics

Processing Trade in China (2018 Update)	06-2018
The Belt and Road Initiatives: Opportunities and Challenges for EU SMEs	04-2018
China Logistics and Distribution Guide	07-2014

Taxation

Understanding Non-Resident Enterprise Taxation in China	07-2017
Understanding China's Turnover Tax System	07-2016
China Enterprise Income Tax	03-2012

Trade Fairs

Guide to Trade Fairs in China	10-2025
Guide to Trade Fairs in China: 2024 Update	03-2024
Guide to Trade Fairs in China (2020 Update)	10-2020
Guide to Trade Fairs in China (2019 Update)	04-2019
Guide to Trade Fairs in China (2018 Update)	05-2018
Guide to Trade Fairs in China	04-2016

Other

An Overview of the Belt and Road Initiative	11-2019

© 2026 EU SME Centre

Reports	Date
Advocacy	
SME Position Paper 2025/2026	09-2025
SME Policy Environment Report: 2025 Update	07-2025
SME Position Paper 2024/2025	09-2024
SME Policy Environment Report: 2024 Update	07-2024
SME Position Paper 2023/2024	09-2023
SMEs in China: 2023 Policy Environment Report	08-2023
SME Position Paper 2022	10-2022
SMEs in China: Policy Environment Report 2022	07-2022
Inter-Chamber Small and Medium-sized Enterprise Working Group (2021/22)	09-2021
SME Policy Environment Report (2021 Update)	08-2021
Inter-Chamber Small and Medium-sized Enterprise Working Group (2020/21)	09-2020
Inter-Chamber Small and Medium-sized Enterprise Working Group (2019/20)	09-2019
SME Policy Environment Report (2019)	08-2019
Inter-Chamber Small and Medium-sized Enterprise Working Group (2018/19)	09-2018
SME Policy Environment Report (2018)	08-2018
Inter-Chamber Small and Medium-sized Enterprise Working Group (2017/18)	09-2017
Automotive	
The Automotive and New Energy Vehicle Market in China: 2021 Report	10-2021
The Electric Vehicle Market in China	08-2019
The Automotive Market in China: 2019 Report	03-2019
The Automotive Market in China: 2015 Report	06-2015
Business Basics	
Ways to Enter the Chinese Market: 2025 Update	05-2025
Ways to Enter the Chinese Market	04-2020
Exporting Goods, Services and Technology to the Chinese Market (Update 2020)	04-2020
Exporting Goods, Services and Technology to the Chinese Market - Update 2020	04-2020

© 2026 EU SME Centre

Ways to Enter the Chinese Market- Update 2020	04-2020
Is China on your Radar? - Update 2020	04-2020

Business Partnerships

Knowing Your Partners in China (2018 Update)	05-2018

Chemicals and Materials

China's Hazardous Waste Sector	10-2024

Construction

The Construction Sector in China (2015 Update)	07-2015
The Green Building Component Sector in China	07-2014
The Green Building Sector in China	10-2013

Consumer Goods

China Market Access for Consumer Goods	12-2025
China Market Access and Compliance Requirements for Consumer Goods	12-2022
China’s FMCG Market Overview and Entry Requirements	06-2022
The Market for Pet Food, Supplies, and Services in China	11-2021
The Textiles and Apparel Market in China (Update 2017)	07-2017

Cosmetics

China Market Access for Consumer Goods	12-2025
Exporting Cosmetics to China (Regulations Update 2022)	02-2022
The Cosmetics Market in China: Market Overview, Entry Strategy and Exporting Requirements	01-2017

E-Commerce

Selling to China via Cross-Border E-Commerce	03-2023
The E-Commerce Ecosystem in China: A Checklist for European SMEs (2021 Update)	06-2021

Food & Beverage

Waste Reduction and Recycling in China's F&B Sector	11-2024
China's Wine Market(s): Drivers, Technical Requirements, and Opportunities for EU Producers	11-2023
China's Dairy Sector: Market, Technical Requirements and Opportunities	06-2023
The Private Label Food Products Market in China	01-2022

© 2026 EU SME Centre

The Imported Seafood Market in China	04-2020
The Imported Fruit Market in China	07-2019
The Snacks Market in China	01-2019
The Beer Market in China	06-2018
The Imported Wine Market in China 2018	03-2018
The Alcoholic Drinks Market in China: Market Analysis, Retail Channels and Entry Strategy	02-2017
The Dairy Market in China: Business Opportunities and Challenges	01-2017
The Food and Beverage Market in China: 2015 Report	07-2015

Green Development

Waste Reduction and Recycling in China's F&B Sector	11-2024
Observations and Recommendations on Digitalisation and Circular Economy in the Urban Water Cycle	06-2021
The Green Tech Market in China	06-2017
Smart Cities in China	01-2016
The Green Building Component Sector in China	07-2014
The Water Sector in China	12-2013
The Green Building Sector in China	10-2013

Healthcare

The Healthcare Market in China	07-2021
The Medical Devices Market in China	10-2017
The Healthcare Market in China: 2017 Report	09-2017

Human Resources

Decoding China's Labour Market: HR Insights and Recommendations for EU SMEs	01-2024

Information and Communication Technology (ICT)

China Market Access for Consumer Goods	12-2025
China's Industrial Software Market: Opportunities and Challenges for EU SMEs	10-2022
Cybersecurity, Data, and Personal Information Compliance for EU SMEs in China	09-2022
Opportunities and Challenges for European SMEs in China’s Industrial Robots Sector	11-2021
Incentives, Subsidies and Funding for Tech SMEs in China	10-2021

© 2026 EU SME Centre

Exporting Goods, Services and Technology to the Chinese Market (Update 2020)	04-2020
Exporting Goods, Services and Technology to the Chinese Market - Update 2020	04-2020
Artificial Intelligence in China and how European small and medium enterprises can benefit	08-2019
The Online Education Market in China	11-2018
The Green Tech Market in China	06-2017
Smart Cities in China	01-2016
The ICT Market in China (2015 Update)	07-2015

Leisure and Recreation

Overview of China’s Cruise Industry and Market	03-2022
China-Europe Game Industry Development Report (2021)	09-2021
The Market for the Creative Industries in China	12-2019
The Outbound Tourism Market in China	02-2019
The Market for Winter Sports in China	01-2019
Tourism Market in China (2015 Update)	09-2015
Culture and Creative Industries in China	07-2014

Luxury Goods

China Market Access for Consumer Goods	12-2025

Machinery and Components

Opportunities and Challenges for European SMEs in China’s Industrial Robots Sector	11-2021
The Machinery Sector in China	01-2018

Macro Analysis

West China: 2025 Report	04-2025
Central and South China: 2025 Report	04-2025
North and Northeast China: 2025 Report	03-2025
East China: 2025 Report	03-2025
2024 Understanding China Conference Report and Video Sessions	11-2024
Small Fish in a Great Sea: White Paper on Swedish and European SMEs in China	11-2023
Is China on Your Radar? (Update 2020)	04-2020

© 2026 EU SME Centre

Is China on your Radar? - Update 2020	04-2020
Chinese Outward Foreign Direct Investment in the EU	07-2014
Comparing Cities on a Sectorial Level	07-2014

Risk Mitigation

Knowing Your Partners in China (2018 Update)	05-2018

Supply Chain and Logistics

Supply Chain in China: Challenges and Good Practices for SMEs within Industrial Goods	02-2022

Textiles and Apparel

China Market Access for Consumer Goods	12-2025

Toys

China Market Access for Consumer Goods	12-2025

Other

Law database files	05-2013

© 2026 EU SME Centre

Case Studies	Date
Automotive	
Eurosider – Developing the Chinese Market for Process Optimisation Technology for Spray Painting	04-2020
Palmer Hargreaves: Fast Track into the Aftersales Auto Market in China	08-2015
Chemicals and Materials	
Managing Hazardous Waste and Environmental Risks: An Interview with West Bridge Curium	11-2024
Construction	
Woodn China - Building a Brand in the Chinese Construction Sector	12-2016
White Pavilion - Green Energy in Buildings	04-2012
Metazet - Design and Project Management of Greenhouse Building Projects	04-2012
Realys Group - Designing and Managing Building Projects in China	03-2012
Dispute Resolution	
Dealing with Sales Disputes in China when Franchising	05-2018
E-Commerce	
NOU: How a Polish Niche Fragrance Brand Successfully Established Itself in China Through Cross-Border E-Commerce and Lifestyle Branding	06-2025
E-Commerce & Marketing: RedFern Digital Presents Its Campaign for Loop	01-2024
Horsten International: Opening a Belgian F&B Store on Tmall Global	01-2024
E-Commerce Case Study Series: Adiacent International	01-2024
Digiant Global Presents its Digital Marketing and E-Commerce Solutions for Brands Entering the Chinese Market	04-2023
NI HAO HYGGE: Shopping the Danish Lifestyle Through a WeChat Shop	12-2017
WalktheChat: Enabling SMEs to Sell Directly to China Via WeChat	04-2017
Curiosity China: Engage-Retain-Manage Your Chinese Consumers	07-2016
Epermarket - Online Expat Supermarket	08-2015
Food & Beverage	
China’s Wine Market Case Study Series: Francesco D'Aprile on Pioneering Live E-Commerce Sales of Italian Wine in China	01-2024
China’s Wine Market Case Study Series: Simone Semprini, Sales and Wine Educator, VM Fine Wines	01-2024
China's Wine Market Case Study Series: Michele Taccetti on Exporting Wine, Forging Alliances, and Branding	01-2024

© 2026 EU SME Centre

Goglio (Tianjin) Packaging Co. Ltd: A Leader of Flexible Packaging Solutions	11-2023
TRB Hospitality Group: Understanding Chinese Consumers and Developing New Concepts in a Fast-moving Environment	07-2019
Brazzale Group & Jikang Food Co Ltd: Cheese Production in China	05-2018
The Halve Maan Brewery: A Real Life Experience in the Imported Beer Industry in China	12-2017
WAKE Energy Drinks - Promoting Active Healthy Lifestyle in China	06-2017
Getting the First Container of Beer from the UK to China	09-2016
FACCSA - Accessing the Commercial Meat Industry in China	07-2014
Everwines and Organic Farm - Going Online in the F&B Sector	08-2011
CS Wines - Importing Wine in China	06-2011
Taste Spain - Setting up Shop in the Food Industry	05-2011

Green Development

F&B Waste Recycling: EU-China Joint Projects Under Horizon Europe	12-2024
Managing Hazardous Waste and Environmental Risks: An Interview with West Bridge Curium	11-2024
IS CLEAN AIR: A Pioneer in Air Pollution Abatement Technology	02-2024
Horsten International: The Export of Water Treatment Equipment to China	03-2020
Ilum China: Building a Brand in the Chinese Photovoltaic Sector	10-2018
German Bio Energy: Turning Key Waste to Energy Plants	03-2017
WK Natural Fiber - Tapping into China's Green Building Component Market	07-2014
White Pavilion - Green Energy in Buildings	04-2012
Metazet - Design and Project Management of Greenhouse Building Projects	04-2012
Environnement SA - Selling Air Quality and Emissions Monitoring Systems in China	01-2012
Terao - Pioneering Green Building in China	05-2011

Healthcare

Impeto Medical – Exporting French Medical Diagnostic Devices to the Chinese Market	04-2017
Imedco Technology - Adapting to the Challenges of a Changing Market	07-2016
Nightingale Care - Offering Elder Care to the Aging Population in China	07-2014
INDES - Manufacturing Industrial and Consumer Products for the Healthcare Market in China	07-2014
Medigreen - Entering the Chinese Market	08-2012
Covex - Exporting to the Chinese Pharmaceutical Market	08-2012

© 2026 EU SME Centre

Bluepharma - Entering the Chinese Pharmaceutical Market	07-2012
Linet - Exporting Medical Beds to China	08-2011

Information and Communication Technology (ICT)

Exprivia IT Solutions (Shanghai): A Leader in IT Services for International Players	10-2024
PcVue Solutions by Arc Informatique	12-2022
Case Study: Akkadu	12-2022
Siveco China: Lessons from 20 Years in the Chinese Maintenance Market	10-2022
Eurosider – Developing the Chinese Market for Process Optimisation Technology for Spray Painting	04-2020
Remitsy: Growing a Fintech Startup in China	07-2016
Stratesys – Exporting SAP Know-how to China	10-2015
Siveco China: Lessons from 10 Years in the Chinese Maintenance Market	07-2014
CANDIS Group - IT Consulting and Outsourcing in China	07-2014
Exprivia S.p.A. - Entering the Chinese ICT Market	07-2014
EGGSIST - Succeeding in the IT Consultancy Sector	10-2011
Tuca IT - Recruiting Personnel in China	08-2011

Leisure and Recreation

Aerodium - Delivering Unique Engineering Projects for Entertainment from Latvia to China	03-2020
Maison France Voyage: Selling Travelling Services to the Chinese Clientele	04-2017

Machinery and Components

SCM Integral Made-to-Measure and Turnkey Solutions for the Chinese Market	04-2020
Marsilli China: Setting up a Joint Venture in the Winding Machinery Sector	10-2015
Proton Products - Setting up and Moving Office in Chengdu	07-2015
Metra - Exporting to the Chinese Machinery Sector	01-2013
Bernard Controls China - Entering the Chinese Machinery Market	01-2013
Adira - Entering the Chinese Machinery Equipment and Components Market	01-2013
Mixel - Mixing It Up in China	07-2012
Stavus Machinery & Electrical Equipment - Exporting Machinery to China	08-2011

Marketing

© 2026 EU SME Centre

Creative Capital Shanghai - Delivering Creative Services to the Chinese Market	10-2015
Marketing for EU SMEs in China	05-2014

Textiles and Apparel

Müller Textil - A Leader in Functional Textiles Crossing Over to China	09-2011
Plastered 8 - Building a Brand in China	07-2011

Other

Linearis – Providing Translation Services and Business Support in China	03-2020
Schouten China - Developing a Learning Culture in Your China Business	06-2015

© 2026 EU SME Centre

Webinars	Date
Business Basics	
China's Business Landscape: Key Insights and Practical Tips	04-2025
Navigating the Chinese Market: Best Business Practices	03-2025
How to Enter the Chinese Market: Different Channels and Approaches	12-2024
Navigating the Chinese Market: Insights and Strategies	10-2024
Pricing Strategies for the Chinese Market	05-2024
Opportunities and Challenges in the Chinese Market for Slovenian SMEs	03-2024
China for First-Time Exporters	11-2023
How Portuguese SMEs Can Export to the Chinese Market	07-2023
How to Enter the Chinese Market: Different Channels and Approaches	04-2023
Get Ready to Enter the Market in China	12-2022
Capacity Building Webinar Series | Session 3: Ways to Enter the Chinese Market	03-2022
Business Partnerships	
Get to Know Your Partner in China	12-2022
Chemicals and Materials	
China's Hazardous Waste Sector	03-2025
How to Export Chemical Substances to China	04-2022
Consumer Goods	
Product Safety and Conformity Assessment for Consumer Goods in China	05-2022
The Market for Pet Food, Supplies, and Services in China	12-2021
Cosmetics	
Exporting Cosmetics to China: The Regulatory Framework	12-2025
Cosmetics Regulatory Roadmap: Navigating CSAR Updates & Full Safety Assessments	01-2024
The Power of Glam: Cosmetics Industry Trends and Policy Dynamics in China	07-2023
Exporting Cosmetics to China: Understand the Market and its Stakes	03-2023
Update on New Regulations and Animal Testing Exemption for Cosmetics	04-2022

© 2026 EU SME Centre

Dispute Resolution

The ABC of Commercial Dispute Resolution in China	05-2022

E-Commerce

Selling to China on WeChat: E-Commerce Series	03-2026
Selling on TMall Global: E-Commerce Webinar Series	01-2026
From Click to Customers: Chinese Social Media for European SMEs	07-2025
How to Export to China via E-Commerce	06-2024
Cross-Border E-Commerce: The Chinese Market Just a Click Away?	05-2023
How to Sell to China via Cross-Border E-Commerce	03-2023
Capacity Building Webinar Series | Session 5: Digital Marketing Essentials for China	03-2022

Entering the Market

What Does it Take to Set Up and Operate a Foreign Company in China?	04-2021

Financing and Taxation

Payment Options & Foreign Exchange Control in China	05-2025
Financing for SMEs - Tools and Best Practices	04-2021

Food & Beverage

Exporting F&B from Bulgaria to China	10-2025
Unlocking Green Opportunities: China's F&B Waste Reduction and Recycling Market	03-2025
Green Harvest: The Evolution of China's Wine Market	01-2024
Sow, Sprout, Grow: Understanding China's Plant-Based Food Market	09-2023
Introducing Polish Dairy to the Chinese Market	06-2023
The Cream of the Crop: Exporting Dairy to China	05-2023
Post-Market Supervision and Management of F&B Products	04-2023
Exporting F&B to China: Challenges and Opportunities	04-2023
Food Additives in China: Current Requirements and Expected Changes	02-2023
GACC Registration for European Food and Beverage Establishments | Guidelines Launch Webinar	11-2022
Communicating the Value of European GI Products to Chinese Consumers	06-2022
The Chinese Wine Market – What SMEs Shouldn’t Ignore!	04-2021

© 2026 EU SME Centre

Green Development

Green Development in China: Workshop Recording	04-2025
Unlocking Green Opportunities: China's F&B Waste Reduction and Recycling Market	03-2025
Sustainable Transition for SMEs	07-2024
Green Supply Chain Management: Empowering SME Suppliers	03-2024
Emerging Opportunities for SMEs in China’s Green and Sustainable Urban Landscape	03-2024
Photovoltaic Power Prospects for European SMEs in China	11-2023
Carbon Footprint Reduction and Energy Efficiency for SMEs in China	06-2023
The Future is Circular: Towards a Circular Economy in China	03-2023
China's Environmental Blueprint: Opportunities for European SMEs	01-2023
Energy Efficiency: EU-China Cooperation and Opportunities for European SMEs	12-2022

Healthcare

China's Healthcare Sector: Market Updates	05-2025
Biotech in China: Market Opportunities, Regulations, and IP Protection	06-2024

Human Resources

HR Rules and Budgeting in China, Explained	12-2025
Decoding China's Labour Market: HR Insights and Recommendations	03-2024
Build a Strong Team in China: Mastering the Art of Hiring and Training Talent	06-2023
Talent Attraction and Retention for SMEs in China	05-2022
New Work Practices Emerging in China: What Has Changed?	11-2021
The Impact of Covid-19 on the Mobility of Personnel Between China & Europe	10-2021

Information and Communication Technology (ICT)

Intellectual Property Protection in a Brave New Digital World: A Primer for SMEs	10-2024
Navigating Cross-Border Data Rules: A Practical Guide for EU SMEs	05-2024
Navigating the Digitalisation Journey	03-2024
Understanding Connectivity Issues Between Europe and China	02-2024
Unlocking AI Business Opportunities in China: Insights from Start-up & SME AI Innovators	01-2024
Open Innovation: Opportunities and Challenges in China	12-2023

© 2026 EU SME Centre

Cross-Border Data Transfers: Carve Out a Safe Business Success in China	05-2023
Cybersecurity, Data and Personal Information Protection Compliance for EU SMEs in China	11-2022
How to Sell Software to China	04-2022

Intellectual Property

Intellectual Property Protection in a Brave New Digital World: A Primer for SMEs	10-2024
An SME-Friendly Overview of the IP Regulatory Landscape and Compliance Considerations	03-2024

Leisure and Recreation

China's Outbound Tourism: Opportunities for Service Providers & Destinations	12-2023
About to Take Off: The Return of Chinese Outbound Tourism	05-2023
One Year After the Beijing Olympics – Opportunities in China’s Winter Sports Sector for EU SMEs	03-2023
EU-China Gaming & E-Sports Industry	07-2021

Machinery and Components

China’s Industrial Design Market Trends and Opportunities for European SMEs	12-2022
China’s Machinery Sector: Entry Strategy, Localisation Trend and Talent Recruitment	06-2022

Macro Analysis

Stream the Sessions of the 2025 Understanding China Conference	01-2026
Stream the Sessions of the 2023 Understanding China Conference	12-2023
Business Prospects in 2023 for European SMEs in China	03-2023
Impacts of China's 20th National Party Congress on SMEs	11-2022

Risk Mitigation

Risk Mitigation: Commercial Background Checks and Due Diligence in China	03-2026
Get to Know Your Partner in China	12-2022
Business Intelligence | Sustainability Due Diligence for European SMEs in China	12-2022
Webinar: How to Draft Sales Contracts When Exporting to China	12-2022
Webinar: How to Minimise Risks of Scams	11-2022

Standards and Compliance

Making the Right Move: Compliance Considerations for Manufacturing SMEs in China	10-2024

Supply Chain and Logistics

© 2026 EU SME Centre

Green Supply Chain Management: Empowering SME Suppliers	03-2024

Trade Fairs

Taking Part in Trade Fairs in China	05-2024
Taking Part in Trade Fairs in China: Interviews from the 2023 Hainan Expo	05-2023

Transportation and Logistics

SMEs’ Supply Chain Strategy Shift	11-2023
Capacity Building Webinar Series | Session 4: China Logistics and Distribution Channels	03-2022

© 2026 EU SME Centre

Infographic	Date
Advocacy	
Infographic: China's Policy Environment for SMEs in 2022	08-2022
Infographic: SME Policy Environment in 2021	08-2021
Food & Beverage	
Infographic: Facts and Figures on China's Dairy Market	07-2023
Infographic: Selling Wine in China	01-2023
Importing Olive Oil to China	06-2013
Importing Wine to China	06-2013
Healthcare	
The Healthcare Market in China (2021)	08-2021
Information and Communication Technology (ICT)	
Infographic: How European Small Businesses Use WeChat	06-2016
Leisure and Recreation	
Destination Europe: Chinese Tourism Infographic	05-2023
Chinese Outbound Travellers	08-2019

© 2026 EU SME Centre

© 2026 EU SME Centre