



Publications List

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Starter Kit	
A step-by-step introduction to the Chinese business environment	Date
Are you ready for China? Online Quiz	12-2012
Are you Ready for China? Report 1: Is China on your Radar?	02-2013
Are you Ready for China? Report 2: Ways to Enter the Chinese Market (Update – 2015)	07-2015
Are you Ready for China? Report 3: Exporting Goods, Services and Technology to the Chinese Market	02-2013
Are you Ready for China? Report 4: Knowing your Partners in China (Update – 2015)	07-2015
Sector Reports	
Provide information on the market opportunity in a particular sector	Date
Sector	
The Machinery Sector in China (Update – 2017)	01-2018
The Healthcare Market in China (Update - 2017)	09-2017
The Textiles and Apparel Market in China (Update - 2017)	07-2017
The Green Tech Market in China part 1 (Update - 2017)	06-2017
The Green Tech Market in China part 2 (Update - 2017)	06-2017
The Cosmetics Market in China	01-2017
Tourism Market in China (Update – 2015)	09-2015
The ICT Market in China (Update - 2015)	07-2015
The Construction Sector in China (Update - 2015)	07-2015
The Automotive Sector in China (Update - 2015)	06-2015
Culture and Creative Industries in China	07-2014
The Green Building Component Sector in China	07-2014
The Water Sector in China	12-2013
The Machinery Sector in China	12-2012
Subsector	
The Medical Devices Market in China (Update - 2017)	09-2017
The Alcoholic Drinks Market in China	02-2017
The Dairy Market in China	01-2017
Online Education Market in China	07-2014

The Green Building Sector in China	10-2013
Cross-sector	
Smart Cities in China	01-2016
Chinese Outward Foreign Direct Investment in the EU	07-2014
Comparing Chinese Cities on a Sectorial Level	07-2014
Guidelines	
Technical information on the modes of doing business in China	
Date	
Exporting: General	
How to Set Up a Cross-Border E-Commerce Shop in WeChat	01-2018
E-Commerce in China	10-2017
Understanding Non-Resident Enterprises Taxation in China (Update - 2017)	04-2017
Market Access to China - Who is Who (Update - 2016)	08-2016
Drafting Sales Contracts When Exporting to China (Update - 2016)	07-2016
Guide to Trade Fairs in China	04-2016
China Compulsory Certification (CCC) (Update - 2014)	07-2014
China Logistics and Distribution Guide	07-2014
Market Access to China - How to Find an Agent	07-2014
Product Safety and Conformity Assessment for Consumer Products	07-2014
Payment Options and Foreign Exchange Control in China	04-2014
Packaging in China	02-2013
Export of Goods to China	09-2012
Understanding China's Procurement Processes	09-2012
Overview of Voluntary Labelling in China	11-2011
Product Liability in China	11-2011
Network Access Licence	05-2011
Processing Trade in China	05-2011
Exporting: Products and Services	
Food & Beverages Technical Requirements and Labelling (Update - 2017)	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
Exporting Dairy Products to China (Update – 2016)	08-2016
Exporting Meat Products to China (Update – 2015)	06-2015
CCC Requirements for Vehicle, Motorcycle Parts & Components in China (Update - 2014)	07-2014
Importing Pharmaceutical Products to China	07-2014
Medical Device Registration (Update - 2014)	07-2014
Food Additives in China	02-2013
Introduction to Chinese Textiles & Apparel Standards	09-2011
Investing: Setting Up and Exiting	
Establishment of a Foreign Invested Enterprise in China (Update - 2017)	07-2017
Using the Third Jurisdictions when Investing in or Exporting to Mainland China	07-2014
Foreign Investment Financing in China	06-2014
Business Exit	09-2013
Due diligence for Joint Ventures, Mergers and Acquisitions in China	07-2013
Establishment and Operation of a Representative Office in China	09-2011
Investing: Operating	
Understanding China's Turnover Tax System (Update – 2016)	07-2016
Preparing an Employee Handbook in China (Update – 2016)	07-2016
Understanding Company Administrative and Reporting Rules in China	07-2016
Repatriation and Reinvestment of the Assets of a Foreign Invested Enterprise in China	08-2015
Visa and Residence Permit Application in China (Update - 2015)	01-2015
Developing a Truly Global Leadership Team	07-2014
Corporate Social Responsibility for EU SMEs in China	03-2014
Negotiating and Dealing with Chinese Business Partners	11-2013
Individual Income Tax in China (Update - 2012)	08-2012
Dispute Settlement with Chinese Companies	07-2012
China Enterprise Income Tax	03-2012

Labour Laws in China	01-2012
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Transferring Technology

Selling Software and Providing IT Services to China: Regulations and Practice	06-2017
Technology Transfer Agreements with China	07-2014
Handbook on How to Establish a Europe-China Joint Research Structure	12-2013

Marketing

Digital Marketing Essentials for China	09-2017
How to Sell Your Food & Beverage Products Online in China	01-2017
Selling Online in China (Update - 2014)	07-2014
Marketing for EU SMEs in China	04-2014

Case Studies

Showcase the experience of European companies entering the Chinese market

Date

	Ni Hao Hygge – Shopping the Danish Lifestyle Through a WeChat Shop	12-2017
	Brouwerij De Halve Maan – Imported Beers Industry in China	12-2017
Food and Beverage	WAKE Energy Drinks - Promoting Active Healthy Lifestyle in China	06-2017
	Epermarket – Online Expat Supermarket	08-2015
	Everwines and Organic Farm - Going Online in the F&B Sector	08-2014
	FACCSA - Accessing Commercial Meat Industry in China	07-2014
	CS Wines - Importing Wine in China	06-2014
	Taste Spain - Setting up Shop in the Food Industry	05-2014
		Impeto Medical – Exporting French Medical Diagnostic Devices to the Chinese Market
Healthcare	Imedco China - Adapting to the Challenges of a Changing Market	07-2016
	Covex - Exporting to the Chinese Pharmaceutical Market	08-2014
	Linnet - Exporting Medical Beds to China	08-2014
	Medigreen - Entering the Chinese Market	08-2014
	Bluepharma - Entering the Chinese Pharmaceutical Market	07-2014
Machinery	Marsilli China – Setting up a Joint Venture in the Winding Machinery Sector	10-2015
	Adira - Entering the Chinese Machinery Equipment and Components Market	12-2014

	Bernard Controls China - Entering the Chinese Machinery Market	12-2014
	Stavus Machinery & Electrical Equipment - Exporting Machinery to China	08-2014
	Siveco China: Lessons from 10 Years in the Chinese Maintenance Market	07-2014
	Mixel - Mixing It up in China	07-2014
	Metra - Exporting to the Chinese Machinery Sector	01-2014
	German Biogas - Design and Construction of Biogas Plants (Update - 2017)	03-2017
Green Technology	WK Natural Fiber - Tapping into China's Green Building Component Market	07-2014
	Terao - Pioneering Green Building in China	05-2014
	Metazet - Design and Project Management of Greenhouse Building Projects	04-2014
	White Pavilion - Green Energy in Buildings	03-2014
	Environnement SA - Selling Air Quality and Emissions Monitoring Systems in China	01-2014
	Remitsy: Growing a Fintech Startup in China	07-2016
	Stratesys – Exporting SAP Know-How to China	10-2015
ICT	EGGSIST - Succeeding in the IT Consultancy Sector	10-2014
	Tuca IT - Recruiting Personnel in China	08-2014
	CANDIS Group - IT Consulting and Outsourcing in China	07-2014
	Exprivia - Entering the Chinese ICT Market	07-2014
	Maison France Voyage: Selling Travelling Services to the Chinese Clientele	04-2017
Services	WalktheChat: Enabling SMEs to Sell Directly to China via WeChat	04-2017
	Creative Capital Shanghai - Delivering Creative Services to the Chinese Market	10-2015
Textiles	Müller Textil - A leader in Functional Textiles Crossing Over to China	09-2014
	Plastered 8 - Building a Brand in China	07-2014
Branding, Marketing and others	NI HAO HYGGE – Shopping the Danish lifestyle through a WeChat shop	12-2017
	Woodn China - Building a Brand in the Chinese Construction Sector	12-2016
	Curiosity China: Engage-Retain-Manage your Chinese Consumers	07-2016
	Palmer Hargreaves – Fast Track into the Aftersales Auto Market in China	08-2015
	Proton Products - Setting up and Moving Office in Chengdu	07-2015

	Schouten China - Developing a Learning Culture in your China Business	06-2015
	INDES - Manufacturing of Industrial and Consumer Products in China	07-2014
	EU SME Centre Marketing Case Studies	05-2014
	Realys Group - Designing and Managing Building Projects in China	03-2014
Webinar Recordings		
Experts sharing their knowledge in a comprehensive online training		Date
The Centre	Partnering with the EU SME Centre	02-2015
	Working with the EU SME Centre	10-2013
By Region	Retailing in a Trading & Manufacturing Hub: Market Trends in Guangzhou & Shenzhen	07-2017
	Why Invest in Chongqing: The Experience of an Italian SME in China	05-2017
	Pearl River Delta: Doing Business in South China	01-2017
	Regional Cities in China: Opportunities for EU SMEs in Fuzhou	05-2014
	Regional Cities in China - Opportunities for EU SMEs in Chengdu	04-2014
	Regional Cities in China - Opportunities for EU SMEs in Changsha	03-2014
	Regional Cities in China - Opportunities for EU SMEs in Shanghai	03-2014
Business Development	Payment for Non-Resident Enterprises: Obligation, Compliance, Issues and Forex Practice in China	02-2018
	The Machinery Sector in China	02-2018
	The Cosmetic Market in China	12-2017
	Healthcare and Medical Device Sectors in China	09-2017
	Opportunita', costi e rischi nel settore E-commerce Cinese per le PMI Italiane	07-2017
	Entry into China Waste-to-Energy Market	07-2017
	Understanding the Wine Market in China	07-2017
	How to Build a Mutually Beneficial Relation with the Chinese Aviation Industry	06-2017
	Ten Steps to Access China's Fast-moving Consumer Goods (FMCG) Market	05-2017
	Developing a WeChat Strategy for Your Business in China	03-2017
	Export to China: Getting your Products to the Shelves and Protecting your IPR	03-2017
	Tapping into China's Green Tech Market: Business Opportunities and Challenges for SMEs	02-2017
	Introducing Blockchain Technology and Its Application in Business	07-2016
	Understanding Chinese Business Culture: Making the Right Step Early on in the Market	07-2016

How to Market Your Small Business in China on a Shoestring	06-2016
How to Tap into China's Evolving Energy and Environment Sector: Policy, Market Opportunities and Business Strategies	06-2016
The Alcoholic Drinks Market in China: Features, Highlights and Business Opportunities	05-2016
Using WeChat for Business Digital Marketing in China	04-2016
General Aviation Sector in China: Status, Challenges, Outlook and Useful Contacts	03-2016
Using Free Trade Zones to Sell Online in China	01-2016
Energy & the Environment in China: Development, Trends & Opportunities for SMEs	12-2015
How to Adapt your Communication Strategy to the Chinese Market	10-2015
How to Approach the Chinese Tourism Market and Seize the Opportunities	10-2015
How to Prepare for Food & Beverage Trade Fairs in China	09-2015
Access to Equity Financing for EU SMEs Based in China: Different Options from Seed Financing to Listing	07-2015
How to Develop Effective Digital Marketing Strategies in China	07-2015
How to Seize Opportunities and Overcome Challenges in China's ICT Sector	05-2015
Entering China's Food and Beverage Market for EU SMEs	05-2015
How to Access Chinese Investment	04-2015
How to Improve Cyber Security for Your Business in China: Practical Advice for European SMEs (Session 1)	03-2015
How to Access the Opportunities from Chinese Outward Investment: Impact on EU SMEs	09-2014
Cultural and Creative Industries in China	07-2014
Best Practices for EU SMEs Participating in a Machine Tools Exhibition in China - Marketing and IPR	05-2014
How to Successfully Transfer Your Technology: Impact on SMEs with a Focus on China	05-2014
Smart Metering and the Smart Grid in China - Opportunities for EU SMEs	05-2014
The Biomass Energy Market in China	05-2014
The Energy Efficiency Market for EU SMEs in China	05-2014
Dairy Exports to China - The Market, Regulations and Opportunities for EU SMEs	04-2014
Opportunities for EU SMEs in China's Healthcare Sector	04-2014
The Green Building Component Sector in China	04-2014
Using Free Trade Zones When Importing to China	03-2014

	Cultural and Creative Industries Part II - Computer Gaming and Software Development	12-2013	
	Payment Options and Challenges when Exporting your Goods or Services to China	12-2013	
	European SME Week Webinar Series Part 1: Selling Online in China	11-2013	
	European SME Week Webinar Series Part 3: Marketing your Products in China	11-2013	
	How to Export Meat Products to China?	11-2013	
	How to Benefit from China's Building Boom? Myths and Realities in China's Construction Sector	10-2013	
	How to Finance your Business in China?	10-2013	
	How to Successfully Import Cosmetics onto the Chinese Market?	08-2013	
	How Can Opportunities Outweigh Challenges in China's Water Sector?	07-2013	
	How to Handle Business Negotiations and Establish a Stable Relationship with your Chinese Partners?	07-2013	
	How to Ensure Sustained Benefits in the Cultural and Creative Industry in China: Market and IP Advice for EU SMEs?	06-2013	
	How to Be Successful in China's Machinery Industry?	05-2013	
	How to Navigate China's Food and Beverage Distribution Channels?	05-2013	
	How to Tap into China's Thirst for Green Building? Opportunities for European SMEs	05-2013	
	How to Develop a Robust Online Selling Strategy in China?	04-2013	
	How to Find the Right Chinese Partner?	04-2013	
Business Development	How to Shake to Right Marketing Mix in China?	04-2013	
	How to Cash-in on the Ever-Increasing Demand for High Quality Foods in the PRC?	03-2013	
	How to Tap into China's Thrust for Building? Myths and Realities for EU SMEs in China's Construction Sector?	03-2013	
	How to Access the Fourth Largest Food Market in the World?	02-2013	
	How to Develop a Robust Digital Marketing Strategy in China?	02-2013	
	How to Be Successful in China's Machinery Industry?	01-2013	
	How to Manage Contract Terms and Reduce Risk in China?	01-2013	
	How to Capitalise on Online Selling in China?	12-2012	
	How to Manage Contract Terms and Reduce Risk in China?	12-2012	
	How to Control your Supply Chain in China?	11-2012	
	Find the Right Chinese Partner	07-2012	
	it y	Product Safety - China's Safety Compliance	07-2017

	Accounting Issues and Particularities in China	06-2017
	Barriers to Entry the Chinese E-commerce Market	04-2017
	How to Import Software and Provide IT Services to China	10-2016
	How to Improve Packaging to Protect Your Beverage Products from Counterfeits in China	06-2016
	Exporting Dairy Products to China: New Food Safety Law and Cross-border E-commerce Policies	03-2016
	Exporting Organic Food to China: New Food Safety Law and Cross-border E-commerce Policies	03-2016
	How to Ensure Quality Control of Your Products and External Service Providers in China	01-2016
	What SMEs should Know about Product Safety for Consumer Products in China	09-2015
	How to Export Meat Products to China	06-2015
	How to Access the Chinese Medical Devices Market	05-2015
Standard and Conformity	How to Apply for the CCC Mark in China	05-2015
	Product Safety for Consumer Products in China - An Introduction for EU SMEs	04-2014
	F&B Customs Procedures and Labelling - A Step-By-Step Guide	02-2014
	European SME Week Webinar Series Part 5: Applying for the CCC Mark in China	11-2013
	How to Get my Goods through Chinese Customs?	02-2013
	How to Get my Goods through Chinese Customs?	09-2012
	How to Apply Lean Principles to Your Business in China: Practical Advice for European SMEs (Session 2)	04-2015
	Visa Updates for Business Travellers, Short-term Assignees and Foreign Employees in China	04-2015
	How to Apply Lean Principles to Your China Business: Practical Advice for European SMEs	03-2015
	Coaching for High Impact Leadership in China	06-2014
HR & Training	Online Education for EU SMEs in China	06-2014
	Developing a Truly Global Leadership Team: Leveraging Similarities and Differences of Chinese and European Leaders	06-2014
	How to Structure a Performance Management System – Best Practices for SMEs who want to Proactively Retain their Talent in China	06-2014
	How to Cope with HR Challenges in China? Recruiting and Employing Foreigners in China	06-2013
	How to Set Clear Rules for your Employees in China?	05-2013
	How to Manage China’s Most Important Resource? Tapping into the Full Potential of China’s Generation Y	04-2013

	How to Manage China's Quintessential Resource - Its People? Overcoming the Legal Challenges	03-2013
	How to Find the Right Business Partners in China	10-2017
	Business Exit: What Do You Need to Know When Closing Down a Company in China	07-2017
	How to Resolve Business Disputes in China: Introducing Chinese Arbitration and Litigation Systems	06-2017
	China's Taxation on Non-resident Enterprises	05-2017
	How to Avoid Common Mistakes when Entering into Sales Contracts in China	06-2016
	How to Prevent Common Labour Disputes in China Practical Advices for EU SMEs	12-2015
Legal	How to Check if Your Chinese Business Partner is Legitimate	08-2015
	How to Comply with Company Reporting Rules in China	08-2015
	China's Foreign Investment Regulation Reform: Key Updates and Analysis	06-2015
	How to Manage Contract Terms and Reduce Risk in China	01-2015
	How to Operate Lawfully in China: A Legal Update for EU SMEs	11-2014
	How to Avoid Business Risk in China: A Guide to Due Diligence for EU SMEs	10-2014
	Turnover Taxes for EU SMEs in China	04-2014
	Using Third Jurisdictions like Hong Kong when Investing in or Exporting to Mainland China	03-2014
	Corporate Social Responsibility for EU SMEs in China	01-2014
	Enterprise Income Tax for EU SMEs in China	01-2014
Legal	European SME Week Webinar Series Part 2: Avoiding Common Scams when Doing Business in China	11-2013
	European SME Week Webinar Series Part 4: Find a Reliable Distributor or Agent in China	11-2013
	How to Wisely Pull your Business out of China?	09-2013
	How to Find the Right Business Partners and Protect your Company's Assets in Business Dealings with China?	08-2013
	How to Conduct Successful Due Diligence for Joint Ventures and Mergers & Acquisitions in China?	06-2013
	How can Foreigners Establish an Office in China? Wholly Foreign-Owned Enterprises and Representative Offices	03-2013
	China's E-mobility Drive Implications for European Automotive Suppliers	11-2017
	Key Findings of 2017 European Business in China Confidence Survey	06-2017
	China Outlook: 13th Five-Year-Plan	05-2016
	China Telecoms Catalogue 2015: Key Changes and Impacts on European Businesses	04-2016
Policy and Advocacy	China's Healthcare Reform: Features, Highlights and Business Opportunities	04-2016

Smart Cities in China: the Transition from Quantity to Quality	02-2016
Participation in Chinese Research and Innovation Programmes	12-2015
China's 'Water Ten' Plan: Introduction, Analysis and Market Insights	11-2015

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