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PRESS RELEASE

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EU SME Centre enters partnership with the Chamber of Commerce and Industry of Romania

On 20 October 2021, the representatives of the EU SME Centre (the Centre) and the Chamber of Commerce and Industry of Romania (CCIR) signed a new Memorandum of Understanding (MoU). This is the first partnership agreement signed with a Romanian business support organisation and it proves the commitment of both parties to work together and create synergies to support CCIR and those Romanian SMEs interested in the Chinese market either via trading or via the establishment of a legal entity in the country.

We welcome this new partner and we are looking forward to being at the service of CCIR and its member SMEs. The EU SME Centre in close collaboration with CCIR will prepare a series of joint actions of the interest of the Romanian business community to be implemented in the coming months. To get notified about our upcoming events organised be sure to register on the Centre's website, follow our social media and subscribe to our mailing list to get any updates sent directly to your inbox. All these actions are available free of charge, as all the services the Centre offers.

If you are a business support organisation in the EU or the COSME-participating countries and have affiliated companies interested in the Chinese market, please contact our Partnership Coordinator to obtain further information about partnerships and collaborations. The EU SME Centre offers a wide range of complimentary services to partners and affiliated SMEs to improve their readiness to the market.

About the Chamber of Commerce and Industry of Romania (CCIR)

The Chamber of Commerce and Industry of Romania (CCIR) is a non-governmental, autonomous, non-profit utility organisation with legal personality, which represents, supports and defends the general interest of the Romanian business community. The External Relations department within CCIR is dedicated to the international promotion of the Romanian business environment through the organisation of economic missions, bilateral business forums, business seminars, B2B meetings and consultancy.

About the Centre

The Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China. Our team of experts provides advice and support in four areas – business development, law, standards and conformity and human resources. Collaborating



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with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre and SME Advocacy Platform.

The Centre is funded by the European Union and implemented by a consortium of five partners - the China-Italy Chamber of Commerce in China, the China-Britain Business Council, the Danish Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit the website www.eusmecentre.org.cn.



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