

The EU SME Centre is a non-profit initiative funded under the European Union's Single Market Programme (SMP). The EU SME Centre provides a comprehensive range of hands-on support services to European Small and Medium-sized Enterprises (SMEs), assisting them to establish, develop and maintain commercial activities in the Chinese market.

By offering support through the provision of information, confidential advice, networking events and training, the Centre focuses on the crucial early stages of SMEs' market penetration strategy. The Centre also acts as a platform facilitating coordination amongst Member State and European public and private sector service providers to EU SMEs.

The Centre offers new business services reflecting the needs of SMEs in the post COVID-19 pandemic. Moreover, the EU SME Centre strengthens the coordination of China-based EU business support actions and develops active partnerships and synergies with business networks in the EU and in China.

Our services

- Knowledge Centre – Nearly 200 comprehensive market reports and case studies available.
- Advice Centre – Getting you prepared for the Chinese market through free access to our experts.
- Training Centre – Raising awareness of market opportunities and challenges in China through comprehensive workshops – online and offline.
- SME Advocacy Platform – Providing a coherent, consistent, and consolidated voice for European SMEs.

Our expertise

Our team of experts provide practical advice and support services to assist SMEs' business development needs, empowering them with the real knowledge and tools required to facilitate market access and increase competitiveness in the Chinese market. Our range of services cover:

- Business Development – Introducing key sector opportunities as well as potential challenges for European SMEs in China. Providing tools to develop and market your business.
- Legal Affairs – Providing first line information on the legal environment in China, offering confidential advice on legal issues with a focus on contracts, taxation, preliminary due diligence, entry modes, payment conditions, labour, dispute settlement and access to finance.

- Standards – Helping you navigate China’s standards and conformity assessment procedures, smoothing the way for you to get your goods, services, and technology through Chinese customs and into the market.
- Human Resources – Providing information about labour regulations and employment in China.
- Access to a service providers directory and information databases.
- Any other practical, hands-on support services to EU SMEs wishing to export to or invest in China and directing SMEs to other specialised service providers.

Contact us at: info@eusmecentre.org.cn

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