

EU SME Centre
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**Free tools
for your
China business**

www.eusmecentre.org.cn



Access China

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 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.

What is an SME?

Small and Medium-sized Enterprises (SMEs) are defined as companies with fewer than 250 employees and which are independent from larger companies. In addition, they have an annual turnover of up to EUR 50 million or an annual balance sheet of up to EUR 43 million.

Free services:

Business Development

Provision of market information, business development and marketing advice

Legal

Legal information, initial consultations and practical manuals on setting up in China

Standards

Standards and conformity requirements when exporting to China, search tool for standard databases and guidelines on conformity assessment

HR and Training

Industry specific training programmes, database on available training courses, advice on HR issues

Service Providers

Access to a searchable directory, information databases and directing SMEs to other specialised service providers

Hot-desking

Free, temporary office space in the EU SME Centre to explore local business opportunities

Expertise

Our team of experts provide free 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.

Turning challenges into business opportunities

Have a question about doing business in China? Explore the Centre's online Knowledge Centre which houses a library of practical materials including market reports, guidelines and case studies.

Or contact the Centre to ask our experts for free and confidential advice. Simply register online and post your enquiry via the 'Ask-the-expert' channel at www.eusmecentre.org.cn