

EU SME Centre Snap Update

Highlights

- [Yangtze River Delta SME Forum](#)

The EU SME Centre, the European Union Chamber of Commerce in China and the China IPR SME Helpdesk, in collaboration with DUSA, are inviting European SMEs to a half-day SME Forum, held on Friday, 30 August 2013 in Shanghai. The forum will provide an opportunity to share knowledge and best practices on the issues that matter most to SMEs and highlight practical management tips for SMEs in terms of HR, finance, marketing and online selling.

- [EU SME Forum 2013 – Accessing finance and leveraging your IP](#)

This year's SME forum in Beijing will take place on Friday 13 September and will focus on providing solutions for SMEs to access finance in both the EU and China, signposting to practical support services available to enhance their understanding of the market. The forum is co-organised by the EU SME Centre, the European Union Chamber of Commerce in China and the China IPR SME Helpdesk.

Centre events

- *Webinar: [How to find the right business partners and protect your company's assets in business dealings in China?](#)*

In this webinar, scheduled for Tuesday, August 27, experts from the EU SME Centre and the China IPR SME Helpdesk will give tips on how to avoid falling for common business scams by conducting preliminary due diligence when looking for a business partner in the country, how non-disclosure and non-competition clauses can protect your assets and what you need to know to protect your company's intellectual property.

- *Training to French delegation: [Knowing your partners in China](#)*

On Wednesday, August 28, The EU SME Centre will be making a presentation to a delegation from the Paris Executive Campus EMBA study tour at the French Chamber of Commerce in China. The delegates will receive a training on the Centre's services as well as the importance of preliminary due diligence when looking for a local business partner.

- *Webinar: [How to tap into China's thirst for green building? Opportunities for European SMEs](#)*

The Chinese green building sector offers great potential for European SMEs. In our webinar on September 3, industry expert Dirk Laeremans will provide attendees with an overview of the sector, information on relevant standards and solutions, insights into the regulatory framework as well as a summary of opportunities for EU SMEs and other practical information.

- *Training to Belgian delegation: [Knowing your partners in China](#)*

EU SME Centre Legal Advisor Helen Ju will travel to Chengdu on September 13 to give a presentation on the Centre and its services as well as the fourth report of the Diagnostic Kit, *Knowing your partners in China*, to a delegation organised by Flanders Investment and Trade.

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