

## **EU SME Centre Snap Update**

### **Highlights**

- [\*UK and Ireland road show in April 2013\*](#)

The Centre's legal expert, Ludmila Hyklova, will travel to the UK and Ireland from the 17<sup>th</sup>-23<sup>rd</sup> April to provide trainings on the Centre's services to SMEs and intermediaries, organised in collaboration with the China-Britain Business Council (CBBC), the Shannon Chamber of Commerce, and Cork Chamber of Commerce/Enterprise Europe Network. The following events are confirmed:

April 17: [Stirling](#)

April 18: [Manchester](#)

April 19: [Orpington](#)

April 22: [Shannon](#)

April 23: [Cork](#)

- [\*Road show to Northern Europe in May 2013\*](#)

Following the road show through the UK and Ireland, our experts will tour Denmark, Sweden and Finland to provide trainings on the Chinese market to SMEs. Dates and venues will be announced shortly in our [events calendar](#).

- [\*European Pavilion at Clean Energy Expo China 2013\*](#)

The EU SME Centre will offer one-on-one consultations and trainings to European SMEs in the green tech sector at the European Pavilion at the Clean Energy Expo China from July 3 to 5 2013.

- [\*New promotional materials\*](#)

The Centre has recently produced new promotional materials including posters, flyers and roll-up banners. If you would like to receive a promotion pack, please contact us at [info@eusmecentre.org.cn](mailto:info@eusmecentre.org.cn)

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### Upcoming events

- April 16, Online:

[\*Webinar: How to manage China's most important resource? Tapping into the full potential of China's Generation Y\*](#)

A webinar on HR challenges in China, focussing on wage policy and talent sourcing strategies.

- April 16, Brussels:

[\*Alleviating your risks in China: A practical seminar on preliminary due diligence & managing contract terms\*](#)

At this seminar, co-organised with Agoria, BCECC, FCCC, AWEX, BIE and FIT, Centre expert Jan Hebnar will present on due diligence and contract management in China.

- April 16, Budapest:

[\*Training: Is China on your radar?\*](#)

The Hungarian Investment and Trade Agency is organising a two-day training on doing business in China with the support of the Enterprise Europe Network, the EU SME Centre and the China IPR SME Helpdesk.

- April 18, Guangzhou:

[\*How to capitalise on the services of the EU SME Centre\*](#)

Centre Director Chris Cheung will introduce the Centre and its services to SMEs and intermediaries in Guangzhou at this seminar organised in collaboration with the European Chamber of Commerce PRD Chapter.

- April 23, Online:

[\*Webinar: How to shake the right marketing mix in China?\*](#)

A webinar on all aspects of localised marketing in China, including product design, pricing, choice of location and visibility.

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