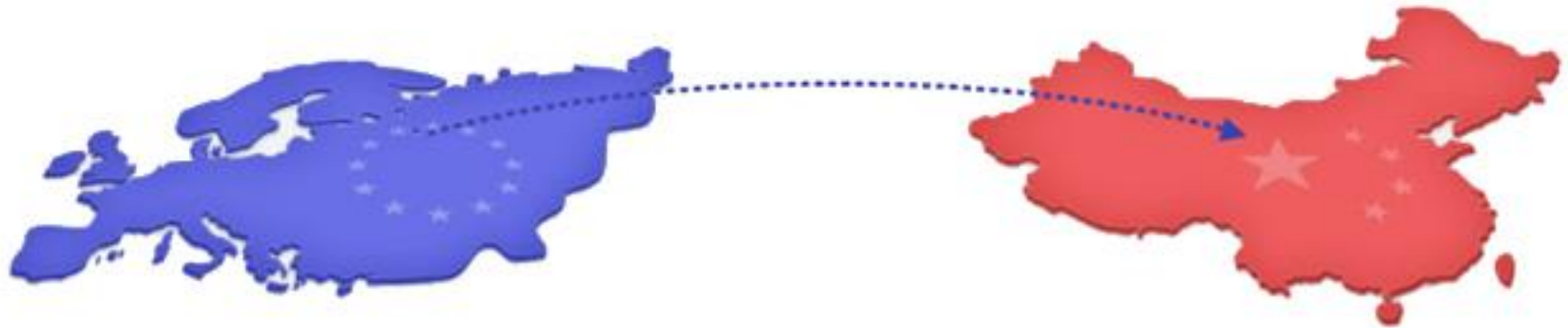




# EU SME Centre Overview

March 2014





To assist European SMEs to export to China and **establish, develop and maintain commercial activities** in the Chinese market.

**Information  
and advice**



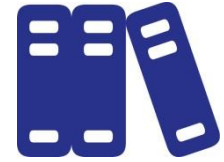
**Support  
services**



**Ask the expert**



**Consultations**



**Knowledge centre**



**Trainings**



**Webinars**



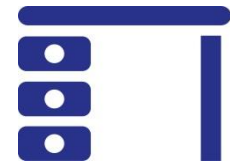
**Events**



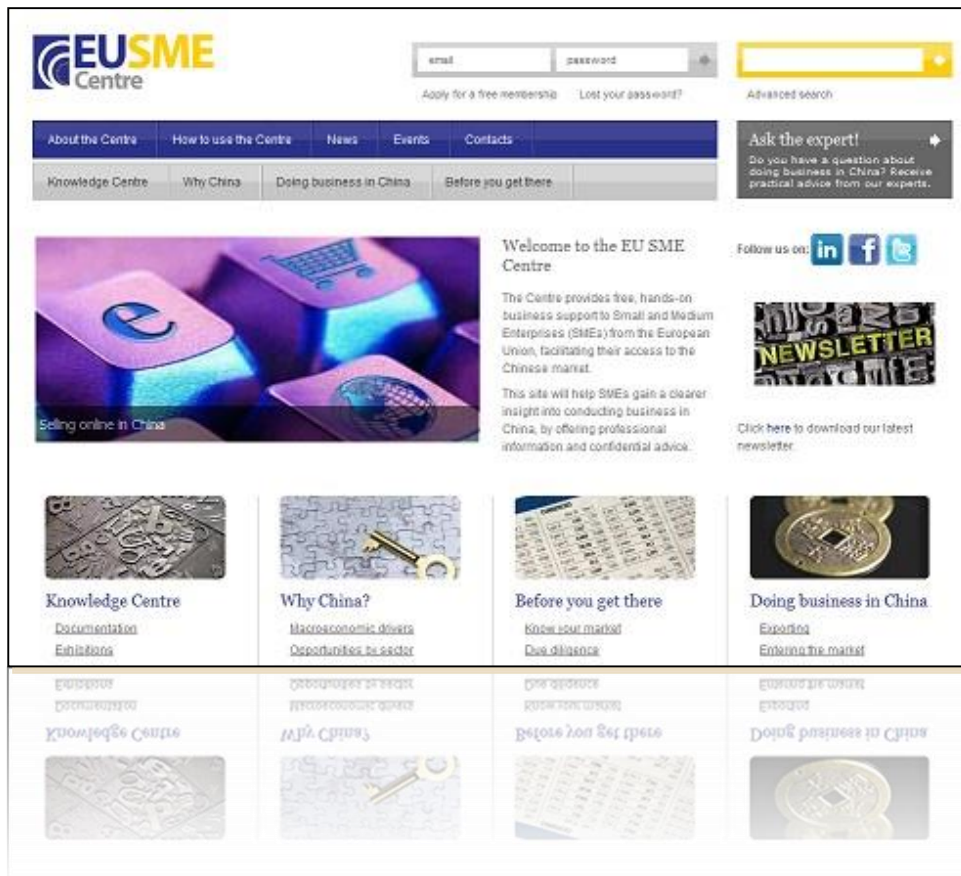
**E-learning**



**Databases**



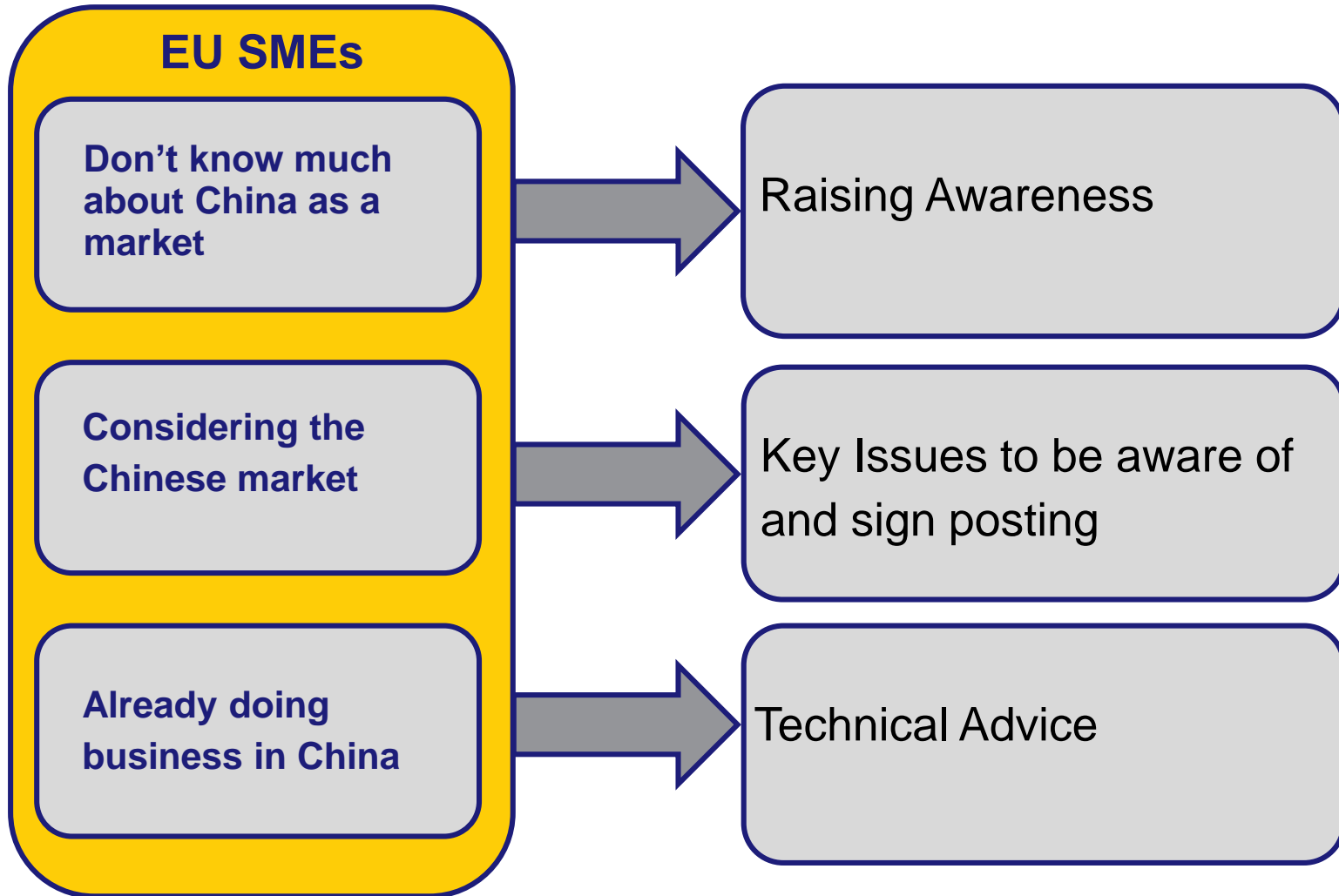
**Hot-desking**



The screenshot shows the EUSME Centre website homepage. At the top left is the logo. To its right are input fields for 'email' and 'password', and a search bar. Below these are navigation tabs: 'About the Centre', 'How to use the Centre', 'News', 'Events', and 'Contacts'. A secondary row of tabs includes 'Knowledge Centre', 'Why China', 'Doing business in China', and 'Before you get there'. A 'Welcome to the EU SME Centre' section features a large image of a computer keyboard with a glowing 'e' key and a globe, with the text 'Selling online in China'. To the right of this image is a welcome message and a 'Follow us on' section with icons for LinkedIn, Facebook, and Twitter. Below the main content are four columns of featured articles, each with a small image and a title: 'Knowledge Centre', 'Why China?', 'Before you get there', and 'Doing business in China'. At the bottom right, there is a 'NEWSLETTER' graphic and a link to download the latest newsletter.

- All services available through website...
- After registration!

[www.eusmecentre.org.cn](http://www.eusmecentre.org.cn)



	Legal	BD	Market Access	HR & Training
Don't know anything about the market	<ul style="list-style-type: none"> <li>• Legal environment - key areas to pay attention to</li> <li>• Due diligence</li> <li>• Legal services in China</li> </ul>	<ul style="list-style-type: none"> <li>• Raising awareness – Is China on Your Radar?</li> <li>• Are you ready for China?</li> </ul>	<ul style="list-style-type: none"> <li>• How does the Chinese Standards and Conformity Assessment System Work?</li> <li>• Who are the key organizations involved in the process?</li> </ul>	<ul style="list-style-type: none"> <li>• Key HR challenges in China</li> </ul>
Considering the market	<ul style="list-style-type: none"> <li>• Entry modes</li> <li>• Contracts</li> <li>• Key laws</li> <li>• Tax</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Opportunities by sector</li> <li>• Finding a service provider</li> </ul>	<ul style="list-style-type: none"> <li>• Which service providers can help me with the process?</li> <li>• Standards and Conformity Assessment for product X</li> </ul>	<ul style="list-style-type: none"> <li>• Which service providers can help me?</li> <li>• Hiring and retaining staff</li> </ul>
Already in the market	<ul style="list-style-type: none"> <li>• Labour</li> <li>• Access to finance</li> <li>• Payment conditions</li> <li>• Dispute settlement</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing in China</li> <li>• Distribution in China</li> </ul>	<ul style="list-style-type: none"> <li>• Update on market access changes</li> </ul>	<ul style="list-style-type: none"> <li>• The new labour law</li> <li>• The staff handbook</li> <li>• Training your staff in China – available training services</li> </ul>

Over 2100 enquiries and consultations so far.

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## Business development 35%

- Looking for Chinese partners (26%)
- Market information (18%)
- Import tariffs (14%)

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## Legal 35 %

- Due diligence (25%)
- Ways to enter the market (22%)
- Trade related advice (14%)

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## Standards 25%

- Customs clearance (19%)
- Wine standard (14%)
- Textile standard (12%)

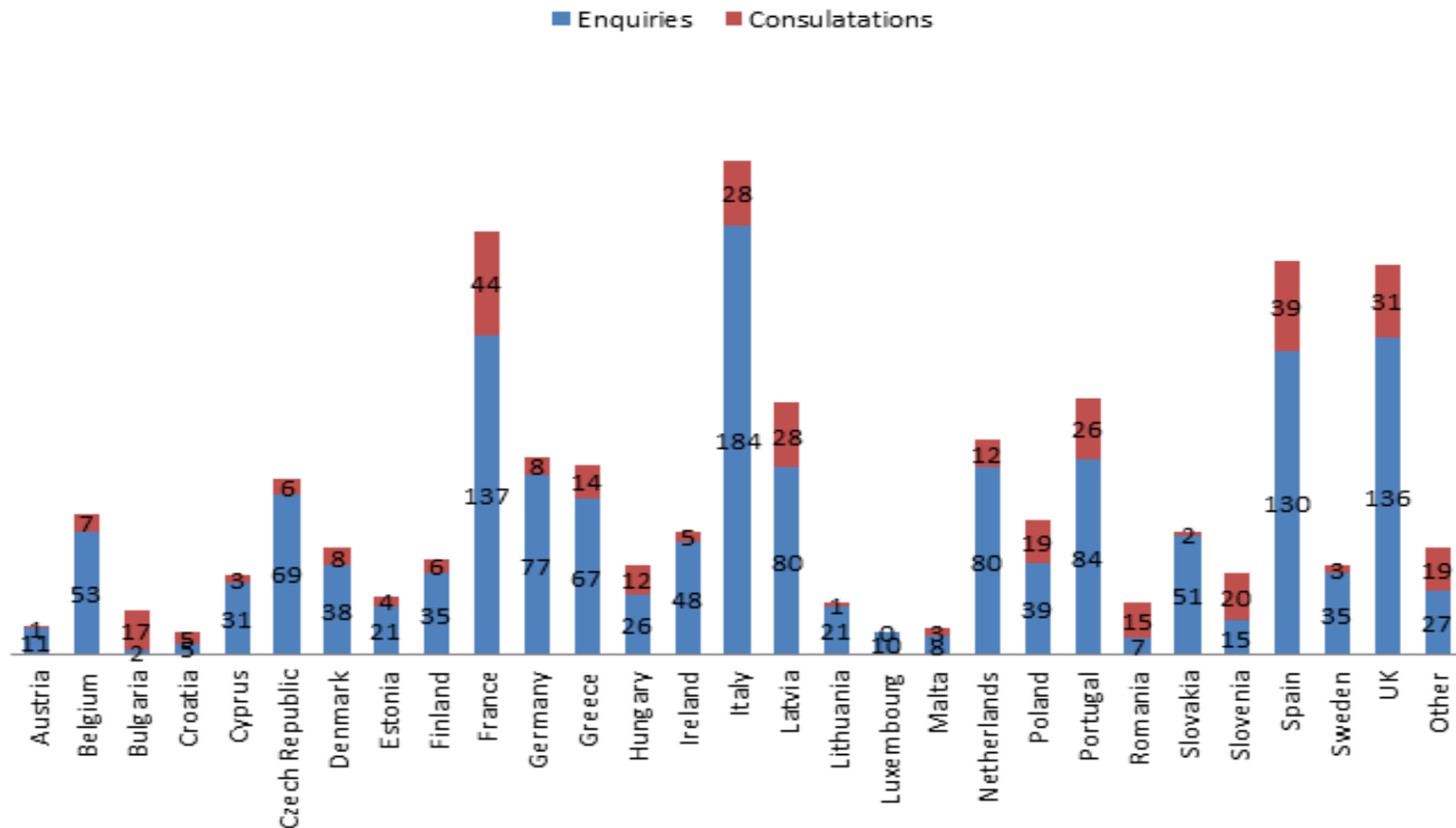
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## HR & Training 5%

- Salary (40%)
  - Termination (18%)
  - Recruitment (12%)
-



## Total Enquiries and Consultations by Member state: November 2011 - January 2014



# Diagnostic kit

## *Are you ready for China?*



- Includes four reports and an online quiz
- Covers all aspects of early market entry in China
- Includes lists of national and European support organisations
- Includes a multitude of links to further sources of information
- Freely available on our website [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn)





- Automobiles and auto parts
- Chemicals
- Commercial services
- Construction
- **Food & Beverages**
- **Green technology**
- **Healthcare**
- **ICT**
- Machinery equipment and components
- Textiles and apparel



The graphic features a central orange-to-yellow gradient background with a faint map of China. At the top, a computer monitor icon displays a Wi-Fi signal. The text 'WEBINARS ON YOUR DESKTOP' is prominently displayed in white. To the left, there are three overlapping white panels with blue and yellow accents, containing the EUSME Centre logo and text.

**EUSME**  
Centre

WELCOME TO THE  
EU SME CENTRE  
WEBINAR SERIES

WEBINAR SERIES  
EU SME CENTRE

**EUSME**  
Centre

IN COOPERATION WITH  
Simmons & Simmons

**How to manage  
China's quintessential resource: its people?  
Overcoming the legal challenges.**  
March 12, 2013

A project funded by the European Union

project funded by the European Union

March 12, 2013  
Overcoming the legal challenges  
China's quintessential resource: its people?

- Generally broadcast every week (usually Tuesdays)
- In-house and external experts discuss a variety of topics
- Some past topics:
  - ‘Find the right Chinese partner’,
  - ‘How to get my goods through Chinese customs’
  - ‘How to tap into China’s thrust for building’
- Participation is free for all EU SMEs and intermediaries



- Free work stations and meeting rooms for SMEs temporarily in China
- Within the Centre itself, right next to the Centre's experts
- Located in the business centre of Beijing
- Can be booked from a couple of hours to a couple of weeks

**Exhibitions**

Visiting trade fairs and exhibitions in China is a good way to assess the general scope of the local business environment, allowing SMEs to make price and quality comparisons and gain a better understanding of local suppliers, producers, distributors and potential competitors.

The Centre has compiled an up-to-date fully searchable database of relevant trade exhibitions in China to allow users to conveniently browse what fairs are happening in the region within specific industry sectors.

**CPCA SHOW 2011 / 2011 International Cleanroom Exhibition | Energy** | 2011-03-15 to 2011-03-17  
Mainly concentrating on business consultation and exhibition service, they commit ourselves to assist our customers with marketing and various conferences and seminars.

**The 11th China and Equipment** | 2011-03-24  
One of the top 3 trade fairs in China, it attracted more than 40,000 visitors from over 100 countries and regions.

**3rd China International Energy** | 2011-03-24  
The Organizing Committee is committed to providing a high-quality exhibition and professional services to all exhibitors and visitors.

**Service providers: search results**

**Public/Semi-public providers**

- [Finpro, Finland Trade Centers in Beijing, Shanghai, Guangzhou and Hong Kong](#) | Beijing
- [German Industry and Commerce Greater China, Beijing](#) | Beijing
- [Spanish Chamber of Commerce in China](#) | Beijing

**Private providers**

- [Aello Web Agency](#) | Beijing
- [AsecorpChina](#) | Shanghai
- [Avantia XXI](#) | Madrid ( & Shanghai)
- [Chamber of Commerce Mechelen](#) | Mechelen
- [De Horizon Consulting Intl., Co., Ltd.](#) | Beijing
- [Dragonfly Group](#) | Shanghai

**Search Exhibitions**

Sector:

- Chemicals
- Commercial services
- Construction
- Education
- Energy

Keyword:

From:

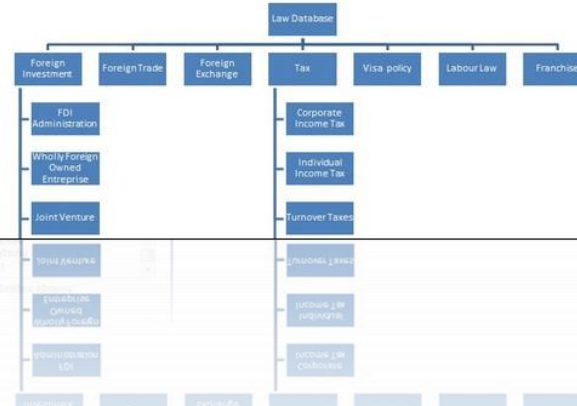
## Law Database

Accurate information on legal requirements is one of the crucial conditions for qualified decision making in any business. Practical application of Chinese legislation, as in any other legal system, requires professional legal assistance. However, an introduction to elementary laws on foreign investment and foreign trade can facilitate SMEs' initial orientation on requirements for entry to the Chinese market and can be helpful when formulating the scope of services and during negotiations with a legal advisor.

The EU SME Centre has gathered about 40 laws and regulations and created an easily accessible and user-friendly law database which contains a selection of laws and regulations covering seven important areas relevant to doing business in China: *foreign investment, cross border trade, foreign exchange, tax, labour, visa policy, and franchising.*

This law database is a complementary source of information to the guidelines published by the Centre on the website and provides a first impression of Chinese legislation in relevant areas. In no case does it constitute a full list of legislation covering the mentioned topics, and professional advice either through consultation with a Centre expert or another qualified legal professional should be sought in each individual case.

For an overview of the content of the database use the below scheme or type a keyword.



- Trade shows and exhibitions
- Service providers
- Law database



- 330 meetings
- Between 50 EU and 80 Chinese companies





LinkedIn



Facebook



Twitter



YouTube

Newsletter