



## Think small first in the world's largest trade relation – EU helpline for SMEs in China

European Union - China trade is growing faster than any other bilateral trade relationship in the world. EU - China trade has increased dramatically in recent years with trade in goods amounting to €296 billion (2009) and in services €31 billion (2009). China is now the EU's second biggest trading partner and the biggest source of imports, while the EU is China's biggest trading partner and export market.

In the EU Small and Medium Enterprises (SMEs) account for 99.7% of businesses and are a key source of growth, entrepreneurship, innovation, competitiveness and employment. China's 12<sup>th</sup> 5 year plan (2011-2015) recognizes the importance of SMEs in the economy and calls for creating a favourable environment for their development.

The capacity for SMEs to build on their growth and innovation potential is decisive for future EU-China trade relations. However, precisely because of their size, SMEs often need support to expand their business abroad. Therefore the EU has engaged with China in a Dialogue on SME policy between the Directorate General of Enterprises of the European Commission and the Ministry of Industry and Information Technology (MIIT) and has established several initiatives in China that provide SMEs a helping hand.



***What are the market opportunities for my products/services in China? Are there any technical requirements I must comply with? How can I register my company and employ local staff?***

The EU SME Centre in China supports European SMEs to overcome challenges they face when operating on the Chinese market. It provides SMEs with free of charge hands-on support, assisting them to establish, develop and maintain commercial activities in the Chinese market. By offering 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 other European public and private sector service providers to EU SME.

Website <http://www.eusmecentre.org.cn> Email: [enquiries@eusmecentre.org.cn](mailto:enquiries@eusmecentre.org.cn)



***How can I protect my Intellectual Property Rights when exporting to China? What is protected by Copyright Law in China?***

The China IPR SME Helpdesk supports EU SMEs to both protect and enforce their Intellectual Property Rights (IPR) in or relating to China, through the provision of free information and services. These take the form of jargon-free, first-line, confidential advice on intellectual property and related issues, plus training, materials and online resources.

Website: <http://www.china-iprhelpdesk.eu/>

Email: [enquiries@china-IPRhelpdesk.eu](mailto:enquiries@china-IPRhelpdesk.eu)



***I am looking for a business partner in the provinces, do you have any contacts?***

The Enterprise Europe Network provides access to nearly 600 business support organisations including Chambers of Commerce and Industry, Technology Centres and Research Institutes from 48 countries including China. Partners in the Network are linked through an extended database, allowing them to share their knowledge and to source technologies and business partners across the globe. SMEs have access to three main types of services: business Information and matchmaking services, innovation, technology and knowledge transfer services, and assistance for participation of SMEs in the EU Research Framework Programme. There are currently 4 Network Centres based in China covering most of the country:

East China Centre in Shanghai Email: [zhengb@stte.sh.cn](mailto:zhengb@stte.sh.cn)

West China Centre in Chengdu Email: [grace\\_yi@eupic.org.cn](mailto:grace_yi@eupic.org.cn)

South East China Centre in Fuzhou Email: [inccpit@pub5.fz.fj.cn](mailto:inccpit@pub5.fz.fj.cn)

Central China Centre in Changsha Email: [zhengqiwen@hncppit.org](mailto:zhengqiwen@hncppit.org)

Website: <http://www.enterprise-europe-network.ec.europa.eu/about/branches/CN/>



***My industry association wants to increase its knowledge on China, where can I train my staff?***

The programme supports EU SMEs to better understand the business environment in China through a training programme for business representatives. It also facilitates policy dialogue roundtables between key stakeholders from business, academia and politics.

Website: <http://www.understandingchina.eu/>

Email: [Lemcke@eurochambres.eu](mailto:Lemcke@eurochambres.eu)



***I have an innovative technology to reduce pollution along the production chain; can I get financial support?***

Switch Asia Regional programme for Sustainable Consumption and Production provides Chinese SMEs with the knowledge, training and technologies to minimise the polluting effects of their production cycle or to improve their efficient use of inputs and reduce waste. Switch Asia has currently 9 projects running in China (14 million Euros). Through these projects for sustainable production and consumption, thousands of Chinese SMEs have improved their production processes and therefore productivity.

Website: <http://www.switch-asia.eu/> Email: [xueju.huang@eeas.europa.eu](mailto:xueju.huang@eeas.europa.eu)



***My SME is conducting research together with a university, where can I get financial support?***

The Seventh Framework Programme for research and technological development (FP7) is the European Union's main instrument for funding research over the period 2007 to 2013. Applicants may include SMEs and industry, research institutes and universities, however, SMEs are in particular encouraged to apply for this project. Helping unlock the innovation potential of Europe's millions of SMEs is one key goal of the Seventh Framework Programme.

DG Research and Innovation: <http://ec.europa.eu/research/index.cfm?!g=en>

Participation in FP7 (CORDIS): [http://cordis.europa.eu/fp7/participate\\_en.html](http://cordis.europa.eu/fp7/participate_en.html)

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