

ABOUT THE EU SME CENTRE

The EU SME Centre is an initiative funded by the European Union to assist small and medium-sized enterprises (SMEs) from EU Member States and countries participating in the Single Market Programme, getting them ready to do business in China.

Our core mission is to facilitate market access and provide a comprehensive range of free first-line services to inform, advise, train, and connect SMEs. The Centre forms partnerships with business support organisations and trade promotion organisations to bring our services and expertise to European SMEs of all sectors.

This initiative created in 2010 is now in Phase V (2025-2028) and is implemented by 4 consortium partners with 2 associated partners, with networks throughout Europe and China.

Consortium partners



Associated partners



AMONG OUR KEY ACTIVITIES



ADVICE

Practical and confidential advice on doing business in China



ADVOCACY

A coherent, consistent, and consolidated voice for EU SMEs



KNOWLEDGE

A free library of resources on market access, sectorial guidelines and more



TRAINING

Getting your company ready for every stage of business in China



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Funded by
the European Union