



Starter kit per giovani imprenditori in Cina



Partner



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



A project with the financial support of the European Union



1.

INTRODUCING THE EU SME CENTRE



EU SME Centre

HELPING EU SMES ACCESSING THE CHINESE MARKET

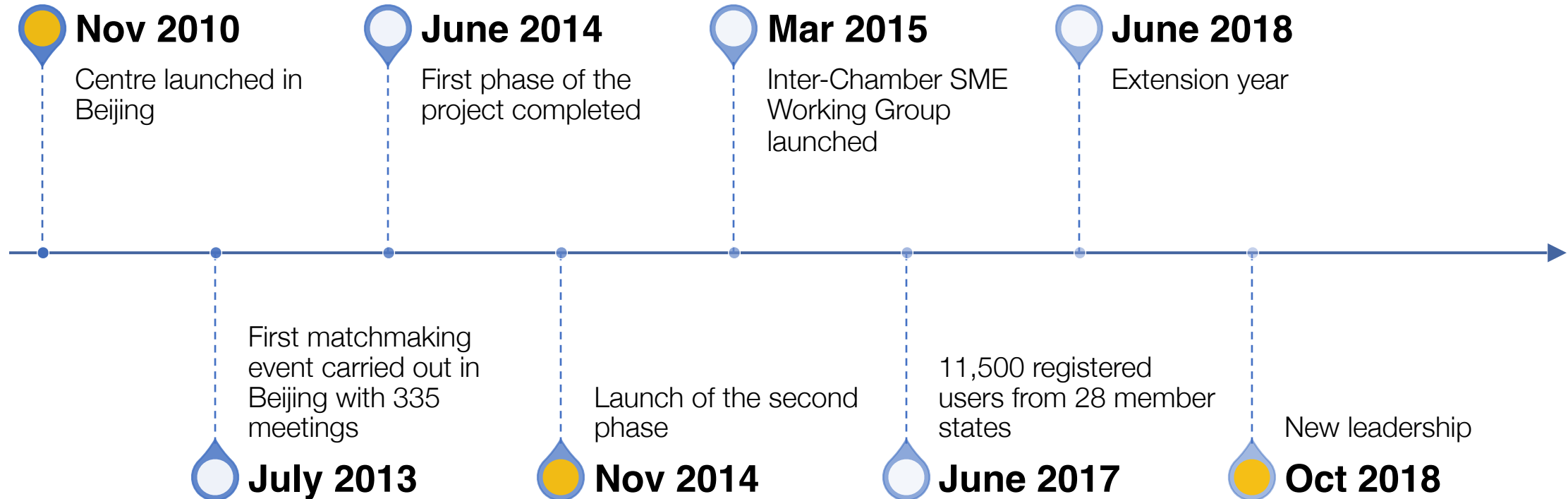
- A project funded by the European Union in 2010 to help European small and medium-sized enterprises (SMEs) get ready to do business in China
- Implemented by 6 chambers of commerce
- An official member of European Enterprise Network (EEN)
- Partnered with over 270 government agencies and business support organisations in Europe and China
- Has a network of over 170 China experts worldwide
- Local office in Beijing
- In-house experts - Market Access, Business Development, Legal and HR

Implemented by



EU SME Centre

BENCHMARKS OF GROWTH



EU SME Centre

OUR PARTNERS



See more partners of the Centre, visit: www.eusmecentre.org.cn/partners

EU SME Centre

THIS IS HOW WE HELP YOU



KNOWLEDGE CENTRE

Over 170
comprehensive
market reports,
guidelines and case
studies



ADVICE CENTRE

Practical and
confidential advices
on business
development, market
access, legal issues
and HR



TRAINING CENTRE

Face to face and
online training
program raise EU
SMEs' awareness of
China related
business issues



SME ADVOCACY PLATFORM

Providing coherent,
consistent and
consolidated voice
for EU SMEs via the
Inter-chamber SME
Working Group at
the EUCCC



HOT-DESK & MEETING ROOMS

Ready-to-go
workspace available
for EU SMEs in central
Beijing

2.

**ACCESSING
THE CHINA
MARKET**



Get ready before you go

THREE STEPS TO THE CHINESE MARKET

1

UNDERSTAND

COLLECT & ANALYSE

Gather a sound understanding of your market.

Learn about the best practices of grasping the opportunities by avoiding/minimizing the challenges.

2

PLAN

DEVISE AND PREPARE

Use the acquired knowledge to devise an access plan.

Align product offering with clients' needs.

Line up with your partners.

Protect your IPRs.

3

EXECUTE

IMPLEMENT & FOLLOW UP

Try
Fail
Learn
Fix
Try again

China needs time, efforts, and a team of professionals.

Our services

STEP 1: UNDERSTAND

Knowledge at the tip of your

fingers

we offer a comprehensive collection of knowledge services to help SMEs build awareness of local market conditions

	Service	Brief Description	How it helps
Free of charge	<ul style="list-style-type: none">• Publications• Trainings	<ul style="list-style-type: none">• Sector and subsector reports, legal and S&C guidelines, case studies, infographics• Presentations, Webinars	<p>General information on the Chinese market in different sectors.</p> <p>Not tailored to the specific needs of the single company but enough for a preliminary self assessment.</p>
paid for	<ul style="list-style-type: none">• Tailored Market Research• Customised Trainings	<ul style="list-style-type: none">• Topic specific in-depth research (BD, Legal and S&C)• Training workshops	<p>Specific information on China market access based on a company's requests.</p> <p>In depth knowledge for developing your business strategy and identify the key points for your China plan.</p>

Our services

STEP 2: PLAN

The right information, only one click

Way
Expertise in Business Development, Legal and Standard&Conformity and HR to assist your business

	Service	Brief Description	How it helps
Free of charge paid for	<ul style="list-style-type: none">Ask the ExpertDatabases	<ul style="list-style-type: none">Hands-on expertise in three main areas for replies in 7 working days, or face to face consultations.Exhibition database, law database	<p>Give advices on what you should or should not do</p> <p>Free of charge list of the main trade fairs in China in various industries and overview of the main regulation on doing business in China</p>
	<ul style="list-style-type: none">Business SolutionsDatabases	<ul style="list-style-type: none">In-depth assistance in selected areasService Providers	<p>Looking for more specialized assistance in checking market and partner information</p> <p>Directory of relevant organisations/private agencies*</p>

*none of the entities have been validated by the EU SME Centre. Due-diligence is recommended before engaging in business with them.

Our services

STEP 3: EXECUTE

We walk the last mile, with you

We can offer specialized assistance in the last stage of your China market access plan

	Service	Brief description	How it helps
Paid for	<ul style="list-style-type: none">B2B Agenda	<ul style="list-style-type: none">Based on requirements we can develop a tailored matchmaking agenda with relevant Chinese counterparts	Help you find the right partner for your China business
	<ul style="list-style-type: none">Business Solutions	<ul style="list-style-type: none">In-depth assistance in selected areas	Supporting you in preliminary legal and Standard&Confrimity efforts Supporting you in finding local partners

3.

**PLASTERED 8
CASE
STUDY**



PLASTERED 8

Introduction

- Established in 2006
- Design and marketing company whose design t-shirt with retro and iconic Chinese images
- Solid marketing campaign to set the brand
- Recent collaboration with other business, e.g. The Vending Machine (2019), Hilton Hotel (2018) and Moka Bros (2017)



PLASTERED 8 CHALLENGES

FINDING THE RIGHT LOCATION

what to consider

- Size of the market
- Ease of bureaucracy – services
- Logistics
- Climate and resources
- Costs
- Competitors

TRADEMARK PROTECTION

Protection of Intellectual Property is a major concern. Be sure that the company's patent, copyrights and trademarks are registered in China.

HUMAN RESOURCES

Key challenges for many SMEs relies on cultural and language barriers

PLASTERED 8

BEST PRACTICES

RESEARCH YOUR MARKET:

- market size and trends, opportunities and challenges

IPR PROTECTION:

- register your trademark as soon as possible

CONSUMERS BEHAVIOUR:

- monitor the recent trends among consumers to understand who you are selling to

STRONG MARKETING PLAN

- adapt to the Chinese market (i.e. name, logo, message, tone of voice)

FIND THE RIGHT SALES CHANNELS

- Build a sound online strategy by understanding which platform to use

BACK UP

EU SMEs in China

ACCESS CHALLENGES



Chinese Economic Slowdown

Chinese economic slowdown is now regarded as the primary challenge to business in the short-term

- Downturn in the Real Estate sector is the main responsible for the deceleration of China economic growth



Increasing labour costs

- Talent shortage
- High staff turnover
- Difficulty in convincing good candidates to join
- Difficulty in hire local human resources



Regulatory and Market Access Barriers

- Unpredictable legislative environment
- Discretionary enforcement of regulations
- Administrative issues
- Licensing requirement
- Discrimination against FIEs in public procurement
- IPR protection
- Restrictions on accessing to financing