

PRESS RELEASE

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“Understanding China” programme is launched

A new programme to facilitate business and dialogue on China

A new European programme designed to increase the understanding of China for European businesses, especially small and medium ones, was launched today by EUROCHAMBRES.

“Understanding China” is made up of two components: a training programme designed for business representative organisations, and a policy dialogue involving different EU stakeholders.

The training

The first element of “Understanding China” is a training programme aimed at creating a network of China experts in the EU 27, Official Candidate and EEA countries. 30 employees of business representative organisations will receive courses on China-related issues which will take place in Belgium and China from July to December. The training will be provided by the University of Antwerp Management School.

“China’s growing economic power offers vast potential for European businesses but at the same time poses important challenges, in particular for smaller enterprises. A thorough understanding of this market’s peculiarities is crucial to enter it successfully. This ‘train the trainer’ approach will ensure that the programme’s impact is multiplied and that a large number of companies will benefit from higher quality services and up-to-date information from their business organisations,” said Arnaldo Abruzzini, Secretary General of EUROCHAMBRES.

The policy dialogue

The second part of the programme comprises a series of high-level conferences and SME round-tables which will allow an active exchange of knowledge, experience and best practices between SMEs, business intermediaries, academia, think tanks and EU policy makers. An interactive section on the “Understanding China” website, and the creation of a China Advisory Council – a group of experts on EU-China business issues – will complete this series of initiatives aimed at improving the overall policy dialogue on China between relevant stakeholders in the EU.

How to get involved?

Advisors with at least two years experience on China-related issues and working for a European business organisation can apply for the training via the “Understanding China” website www.understandingchina.eu. The programme covers all costs related to the training, except for travel costs and a standard registration fee. Deadline for applications is 1 June.

All stakeholders wishing to contribute to the EU-China policy dialogue can consult the calendar of conferences and SME round-tables published on the “Understanding China” website.



UNDERSTANDING

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