

## **EU-China Summit should show the lead to economic recovery**

The EU-China summit tomorrow will show whether the positive signals expressed during the EU-China High Level Economic and Trade Dialogue early May will be confirmed. EUROCHAMBRES welcomes the common understanding expressed at the beginning of May: the only way to recover from the economic and financial crisis is to keep our economies open and not turn to protectionist measures. The summit should put this understanding to a reality test, both in Europe and China.

Furthermore, EUROCHAMBRES urges both parties to play an important role in the G20 to strengthen the transparency and accountability of financial markets, enhance financial market regulation globally and reform global financial institutions through reinforced multilateral cooperation.

The summit will at the same time be the occasion to continue to improve market access for European businesses and thus help combat the ever-growing and unsustainable trade balance between these two markets. A critical barrier to trade remains the insufficient protection of Intellectual Property Rights. It is important that the EU encourages China to become actively involved and play an important role in the current Anti-Counterfeiting Trade Agreement (ACTA) negotiations. A market which still remains the main source of counterfeit goods (with almost 60% of all articles seized at EU borders in 2007 coming from there) needs to play a strong role in this initiative.

There is further a clear need for businesses to receive support and information when entering foreign markets to ensure that they can benefit from the opportunities they provide. One fourth of the 400 participants of EUROCHAMBRES' Congress in Prague last week strongly underlined this by stating that there is a need to 'secure an open global market and support European businesses in accessing third markets'.

## **“Understanding China” – a step in the right direction**

EUROCHAMBRES has recently launched “Understanding China”, a programme developed to improve the understanding of the Chinese market for European SMEs and therefore to provide a practical support to companies in their activities with China.

Through a targeted training programme, a network of 90 China experts in European business representative organisations will be created. This ‘train the trainer’ approach will ensure that its 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.

The programme also encourages an active exchange of knowledge, experience and best practices through a number of different tools: a China Advisory Council, numerous events (conferences, SME roundtables) and an interactive website. For more information, please visit [www.understandingchina.eu](http://www.understandingchina.eu)

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