



Single Market Programme (SMP SME)

MONITORING REPORT

EU SME Centre in China – phase IV
GRO-SME-21-12197

Version 1.0
4 February 2023



1. TITLE OF THE ACTION

Single Market Programme - Commission Implementing Decision C(2021) 3046 – Work Programme 2021 - 2.10. EU SME Centre in China – phase IV

2. DESCRIPTION OF IMPLEMENTED MEASURE

The overall objective of this action is to help EU SMEs as well as SMEs from SMP SME associated countries doing business in China.

The specific objectives of this call for proposals are:

1. Assisting target SMEs to navigate the web to identify most suitable EU and non-EU (i.e. from Member States and SMP SME associated countries) business support organisations at their disposal, that can provide target SMEs with the most appropriate support
2. Assessing target SMEs' readiness towards establishing and developing their commercial presence on the Chinese market
3. Assisting target SMEs to establish and develop a sustainable commercial presence on the Chinese market (through knowledge acquisition, exports, imports and investments)
4. Advising target SMEs on the risks and opportunities of the Chinese market so that they can take informed decisions on envisaged business relations with Chinese partners
5. Improving synergies and best practice sharing among EU (and when applicable non-EU) BSOs at European, national and regional level, with the ultimate goal of helping the target SMEs intending to do business in China
6. Creating or further developing synergies with other EU funded actions, in particular with the SME IPR Helpdesk, with whom cooperation should be seamless, but also with the Enterprise Europe Network and other relevant actions
7. Strengthening European advocacy for EU and SMP COSME associated countries' business communities, in particular SMEs, in relation to their business activities in China.

Priorities of the action:

1. Ensuring the business continuity of the Centre throughout the project.
2. Offering online or hybrid business support services if their impact in terms of active participation and effectiveness is the same or higher than in-person activities.
3. Identifying new challenges related to the current COVID-19 epidemiological situation, as well as the existence of new barriers imposed by the "new normal".
4. Dedicated activities to help companies operate in this new context shall be proposed.
5. Ensuring that the activities of the Centre are coherent with the broader EU-China strategy, i.e. promoting coordination and developing fruitful cooperation and synergies with other EU-funded actions (in particular the SME IPR Helpdesk and the Enterprise Europe Network), EU policy initiatives and other European players (e.g. National Trade Promotion Organisations, Chambers of Commerce) both in China and in the EU.
6. Assuming more publicly the role of SMEs' "first point of contact."
7. Whilst maintaining a generalist approach as SMEs' "first point of contact", the Centre shall also focus on a limited set of pre-identified relevant economic sectors to continue improving the offer of value-added services at the disposal of target SMEs

3. INFORMATION ABOUT THE FUNDED PROJECTS

Project number: 101086846 (EU SME Centre IV)

Consortium:

CHINA ITALY CHAMBER OF COMMERCE – Coordinator (CN)

EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA (CN)

ITALY CHINA COUNCIL FOUNDATION (IT)

SOCIEDADE PORTUGUESA DE INOVACAO CONSULTADORIA EMPRESARIAL E FOMENTO DA INOVACAO SA (PT)

Associated Partners:

European Trade Promotion Organisations' Association (BE)

EU-China Business Association (BE)

Action implementation in China

Project duration: 36 months

Project start 01/07/2022

Total cost 2 666 607.99 EUR

Maximum Grant Amount 2 399 945.00 EUR

4. CURRENT IMPLEMENTATION STAGE OF EACH FUNDED PROJECT

<i>EU SME Centre in China – phase IV</i>
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<i>Signature of the agreement: 8.11.2022</i>
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5. MAIN RESULTS AND IMPACT ACHIEVED TO DATE

Main targets:

Number of SMEs, clusters and business network organisations, and business support organisations receiving support from the action - 2500

Number of business partnerships concluded by the supported companies at the end of the action - 6

Number of entrepreneurs benefitting from mentoring and mobility schemes, from the action (including young, new and female entrepreneurs, as well as other specific target groups) - 5000.

To assist target SMEs to navigate the website to identify the most suitable EU and non-EU BSOs that can provide them with most appropriate support: A dedicated section of the website called “B2B Marketplace” will be created to connect target SMEs with the BSOs that operate/offer services in each specific geographical region. The site will work as a marketplace where SMEs can find the list of BSOs at their disposal, the types of services rendered, the contact details, and a Mailto link that allows the users to connect to the specific address directly. On top of that, a fast-response helpdesk will help users identify the most suitable BSOs for any specific or tailor-made service.

Indicators

- number of BSOs included in the marketplace (50) and number of users of the tool (250).

To assess target SMEs' readiness towards establishing and developing their commercial presence on the Chinese market: The self-diagnosis tool (SDT) enables target SMEs to make a prior assessment of their readiness to develop their presence on the Chinese market. This instrument will be further upgraded. The tool will lead users to make use of additional services available on the Centre's website including market reports, webinars, training materials, FAQ reads as well as the "Ask-the-Expert" enquiry service and the "B2B Marketplace" helpline.

Indicators:

- Number of users of the SDT: 750
- Geographical scope: covering users from over 30 EU and SMP COSME countries

To advise target SMEs on the risks and opportunities of the Chinese market so that they can take informed decisions on envisaged business relations with Chinese partners: First-line market entry services

and legal advice will be available for target SMEs including:

- Technical assistance including due diligence on selected prospected partners
- Report launches, briefings, on-site and online trainings, info sessions, and roadshows in China
- Identification of prospective business partners – B2B brokerage events
- Organisation of business missions to China

Indicators:

- No. of enquiries (1000),
- No. of business missions (3),
- No. of B2B brokerage events (3)

To improve synergies and best practice sharing among EU (and when applicable non-EU) BSOs at European, national, and regional level, with the main goal of helping the target SMEs intending to do business in China. The project team will continue creating/developing active partnerships in the EU with strategic business intermediaries to increase the number of the services available for target SMEs and complement the actions carried out by the various relevant BSOs while avoiding duplication. As in previous phases of the project, a dedicated training, the "Understanding China Training Conference", has been planned to promote

a constructive dialogue between EU BSOs while allowing participants to polish their skills and expand their China-business knowledge, as well as build their networks and share best practices. Indicators:

- No. of MoUs signed (baseline:37 – target:50)
- No. of activities co-organised with EU BSOs including info sessions (target:12), participation in conferences (target:12), and training workshops and webinars (target:23)
- No. of EU SMEs reached (baseline:10,000 - target:12,000)

To create or further develop synergies with other EU funded actions: the EUSMECentre4's modus operandi will be in absolute predisposition to seamlessly cooperate with other relevant actions such as the China IP SME Helpdesk, Enterprise Europe Network (EEN), the Seconded European Standardization Expert for China (SESEC) or the China Europe Water Platform (CEWP) to name a few. Due to our long track record of collaboration, the present proposal has been structured fully in line with these initiatives without losing innovation, improvement or added value.

Indicators:

- No. of workshops/webinars co-organised with other EU-funded projects (target:10)

- No. of activities organised by the partner promoted by the EU SME Centre (target:30)

To strengthen European advocacy for EU and SMP COSME associated countries' business communities, in particular SMEs, in relation to their business activities in China. That would include the organisation of activities (be it events, seminars or lobby actions) and the development of dedicated reports that would on one hand create a platform of exchange between European SMEs, industry associations and institutional stakeholders that would ultimately contribute to the incorporation of the concerns of small businesses to the policy considerations of European and Chinese governments.

Indicators:

- No. of Inter-Chamber SME WG meetings (target:15)
- No. of Position Papers (target: 3)
- No. of Policy Meetings (target: 15)
- No. of business-led seminars (target:15)
- No. of participation in major conferences (target: 9)
- No. of lobbying actions with Chinese and European stakeholders (target: 30)
- Number of SME policy environment reports (target: 3 based on the assumption of the project starting on the 1st July)

KPI WP TARGET

- 1 Number of Face-to-Face project meetings WP1 3
- 2 Number of online meetings WP1 36
- 3 Number of users of the SDT WP2 750
- 4 Number of reports/guidelines updated WP2 14
- 5 Number of new reports/guidelines produced WP2 4
- 6 Number of business articles and analyses published WP2 6
- 7 Number of business enquiries / technical assistance requests answered WP2 1000
- 8 Number of online webinars organised WP2 20
- 9 Number of offline / hybrid workshops organised in China WP2 33
- 10 Number of online webinars and offline/hybrid workshops organised in "special focus areas" (around 20% of total)
- 11 Number of participants of webinars and offline/hybrid workshops in China WP2 2990
- 12 Number of supporting activities organised in China: B2B, trade fair booths/pavilions, roadshows
- 13 Bi-monthly meetings of the Inter-Chamber SME Working Group WP3 15
- 14 Inter-Chamber SME Working Group Position Paper WP3 3
- 15 Policy Environment Report WP3 3
- 16 Policy Exchange meetings WP3 15
- 17 Business-led seminars WP3 10
- 18 Policy monitoring newsletters WP3 34
- 19 Lobbying actions with Chinese & European government officials WP3 30
- 20 Number of partnerships: new and resumed WP4 60
- 21 Number of workshops/webinars organised in Europe with EU BSOs and

other EU-funded projects

22 Number of info sessions and conferences where the project is presented WP4 12

23 Number of BSOs included in the “B2B marketplace” tool WP4 50

24 Number of users of the “B2B marketplace” tool WP4 250

25 Number of activities organised by other EU BSOs promoted in the project website

26 Number of awareness-raising conferences WP4 12

27 Number of trade fairs and international exhibitions with participation of the

28 Number of new website users WP5 500

29 Newsletters WP5 36

6. INDICATORS

Data will be available during the interim and final reporting.

7. HIGHLIGHTS OF THE PROJECT/MEASURE

NA

8. NEXT STEPS AND FOLLOW-UP

NA

Unit : I.02.02

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Date: 5 February 2023