1 JULY 2026

# GET TO KNOW CHINA

HELPING EUROPEAN SMEs DISCOVER THE CHINESE MARKET

# AGENDA

| | |
|---|---|
| **11:30** CET | **Helping European SMEs Discover the Chinese Market** |
| **11:40** | **Q&A Session** |

EUSME Centre

We help
European SMEs
**explore the**
**Chinese market**

www.eusmecentre.org.cn
info@eusmecentre.org.cn

Funded by
the European Union

# 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 founded in 2010 is now in Phase V (2025–2028) and is implemented by four consortium partners with two associated partners, with networks throughout Europe and China.

**Consortium partners**

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

European Union Chamber of Commerce in China
中国欧盟商会

ICCF
ITALY CHINA COUNCIL FOUNDATION
意大利中国理事基金会

spi
Sociedade Portuguesa de Inovação

**Associated partners**

TRADE PROMOTION EUROPE
One voice for European trade promotion

EU-China Business Association
欧盟中国贸易协会

# MAIN ACTIVITIES

### SELF-DIAGNOSIS TOOL

Online tool that measures your readiness toward the Chinese market

### KNOWLEDGE

Comprehensive market reports, guidelines and case studies

### ADVICE

Practical and confidential advice on China-related matters

### TRAINING

Face-to-face and online training programs to raise awareness

### ADVOCACY

Providing a coherent, consistent and consolidated voice for EU SMEs

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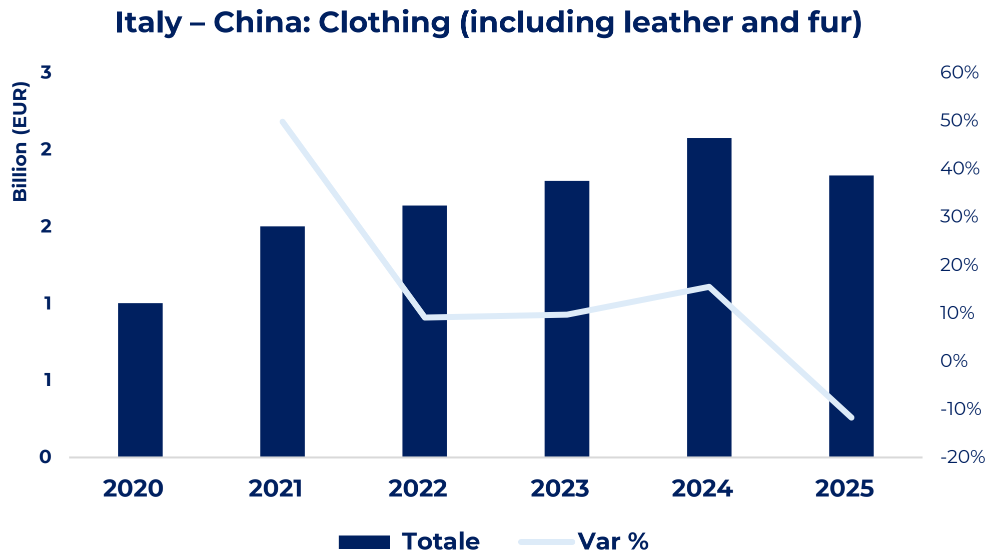
# KEYNOTE SPEAKER

## DAVIDE ORLANDI

EU Partnerships Manager
EU SME Centre

# ITALIAN FASHION EXPORTS TO CHINA

*Source: ISTAT (values in EUR) — CP14 Clothing (including leather and fur)*

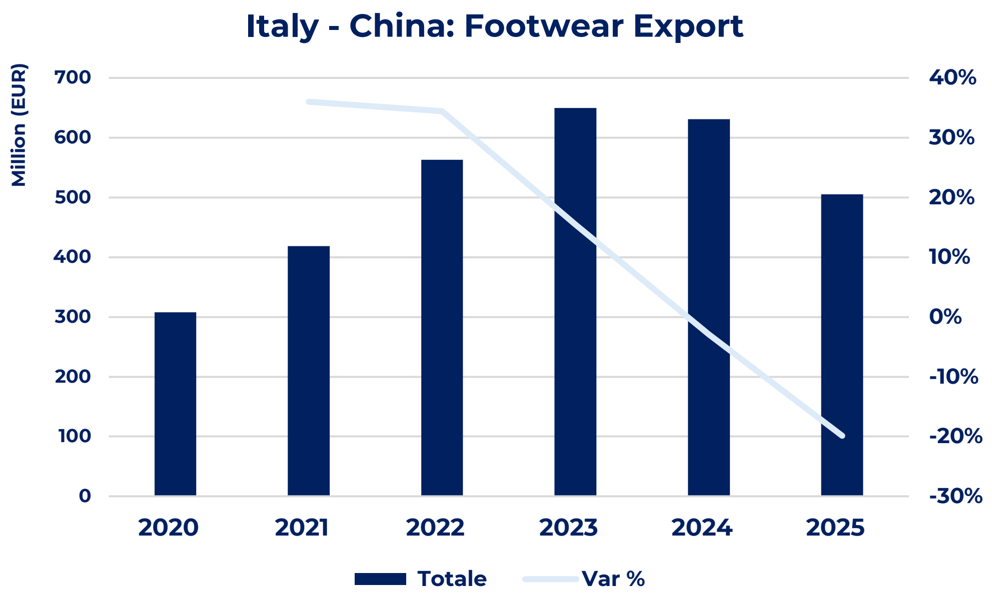



## Key Metrics

| | |
|---|---|
| **Absolute growth 2020–2025** | +€829.7 million |
| **Peak Year** | 2024 (€ 2.07 billion) |
| **Avg Annual Export Value (2020 – 2025)** | 1.64 billion (euros) |
| **Cumulative export value (2020-2025)** | 9.85 billion (euros) |
| **Change 2025 vs 2024** | -243.0 million |

# ITALIAN FASHION EXPORTS TO CHINA

*Source: ISTAT (values in EUR) — CP152 Footwear*

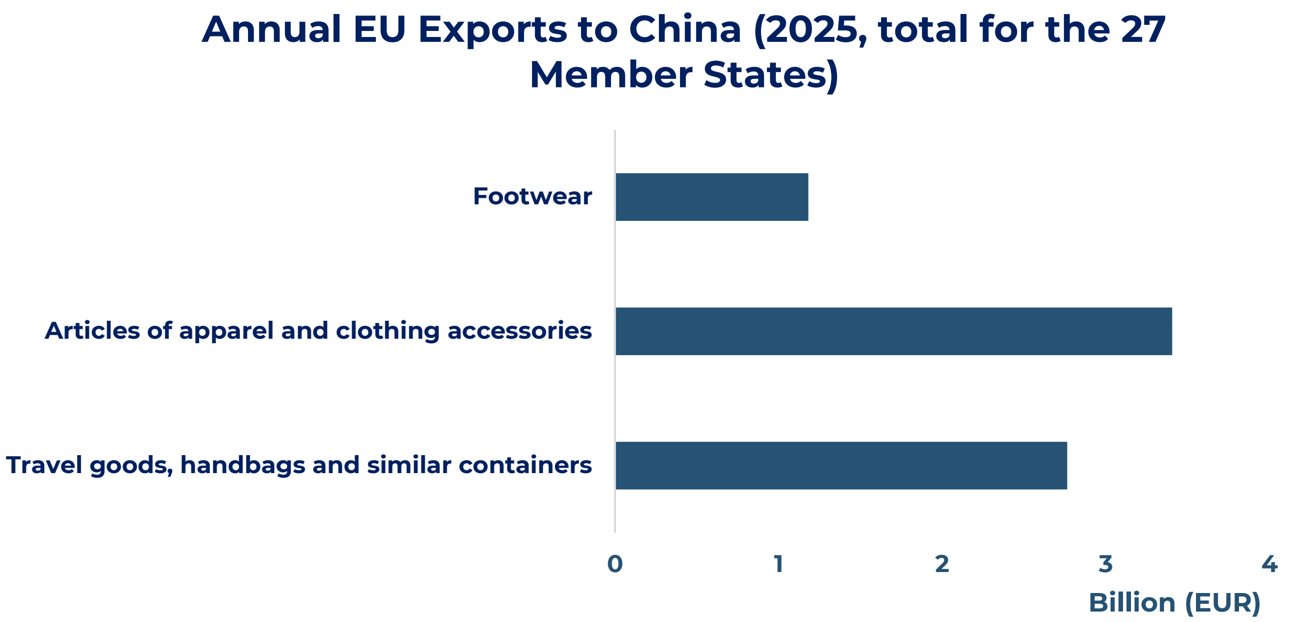



## Key Metrics

| | |
|---|---|
| **Absolute growth 2020–2025** | +€197.5 million |
| **Peak Year** | 2023 (€ 649.7 million) |
| **Avg Annual Export Value (2020 – 2025)** | 512.5 million (euros) |
| **Cumulative export value (2020-2025)** | 3.08 billion (euros) |
| **Change 2025 vs 2024** | -125.4 million |

# EUROPEAN FASHION EXPORTS TO CHINA

*Source: EUROSTAT (values in EUR) — Travel goods, handbags and similar containers, Articles of apparel and clothing accessories, Footwear*



# ACCESSING THE CHINESE MARKET

- There are **many ways** to enter the Chinese market, each having its pros and cons, requiring different levels of commitment, and presenting different risks.

    - Traditional exports via agents, distributors
    - Investing in China: establishment of entity
    - Project-based R&D cooperation
    - Licensing of technology
    - Chinese investor in EU

- In practice, one or more ways may be **pursued simultaneously**

# TRADITIONAL WAY OF ACCESS

| | Pros | Cons |
|---|---|---|
| General trade | ▪ Can sell in different regions via multiple partners, with or without exclusivity<br>▪ Can sell both offline and online<br>▪ No limits in terms of volumes that can be sold | ▪ Risk of getting stuck with the wrong partner<br>▪ Risk of losing control on products<br>▪ Often lengthy procedures and strict requirements for market access<br>▪ Sometimes not possible for certain products (government protocol needed) |
| Cross-Border E-Commerce | ▪ Easier, faster, less expensive market entry way<br>▪ No need to comply with many regulations and standards<br>▪ Can use 'direct shipping' or 'bonded warehouse' models<br>▪ Can be used to get initial customer feedback while preparing paperwork for general trade | ▪ It is not that cheap: investment and resources needed<br>▪ Not that flexible: must use certain online platforms only<br>▪ Not available for all products (mostly consumer goods)<br>▪ Limits in terms of volume<br>▪ Risk of losing control on products |

# TRADITIONAL WAY OF ACCESS

| Type of entity | Time required | Upfront investment | Activities | Risks | Exit strategy | Ideal for |
|---|---|---|---|---|---|---|
| **Representative Office (RO)** | Around 30 days | Low | Limited: liaison, marketing, non-scientific research | Low | Easy | ▪ Newcomers;<br>▪ Sensitive IPs;<br>▪ Low predisposition to risk |
| **Joint venture (JV)** | 120 to 180 days | Moderate | No limitations within the scope of laws and regulations | High | Hard | ▪ Complementary partners;<br>▪ High predisposition to risk;<br>▪ Mandatory in some sectors |
| **Wholly foreign-owned enterprise (WFOE)** | 60 to 180 days | High | | Moderate | Moderate | ▪ Existing business partnerships and channels in China;<br>▪ Scaling up of operations |

# Q&A

# THANK YOU FOR TAKING PART

**Find out more about our next events & activities**

The EU SME Centre helps European SMEs get ready for China by providing them with a range of information, advice, training and support services.

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