

The role of Chinese SMEs in the world economy?

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Dear Ms. Chen,

SMEs form the backbone of China's industry. As they're contributing more than 60% to the national GDP, Chinese SMEs are one of the most important players in the world trade. In recent years, they increasingly started to internationalize via outward foreign direct investments in Europe.

What are some of the investment motives for Chinese SMEs entering the European market? Which role does China's institutional environment play in this? What are some of the challenges and opportunities for European companies in their own market and in China?

The BCECC will shed more light on this topic thanks to the expertise of 2 China Experts from Antwerp Management School (AMS), who will present the latest findings from their exclusive research in China from 2018-2021 during our webinar "**Chinese SMEs in Europe: New Opportunities & Challenges for European companies**" on **September 29, 2022 at 10:00 CET (16:00 CST)**.

## Agenda:

**10:00-10:10:** Opening words by Mr. Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce (BCECC)

**10:10-10:55:** Presentation by Prof. Dr. Stefanie Weil, Associate Dean for International Outreach and Academic Director of Antwerp Management School (AMS) and Dr. Fabian Hänle, CEO of Dr. Hänle & Partner (China Strategic Advisory) and Guest Lecturer of Antwerp Management School (AMS)

**10:55-11:10:** Q&A session

**11:10-11:15:** Closing remarks by Mr. Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce (BCECC)

## Registration:

BCECC Members: Free of charge

Non-members: €30/person (VAT Excl.)

## Location:

Zoom (link will be sent out to the participants one day before the event)

Looking forward to meeting you online!

Bernard Dewit  
Chairman

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**Before September 26, 2022!**

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