ICT Market in China

The ICT sector has grown rapidly in China, driven by the large and growing number of internet and mobile phone users. The 457 million internet users and the 859 million mobile phone users represent penetration rates of around 30% of the Chinese market, which means there is still room for much more growth.
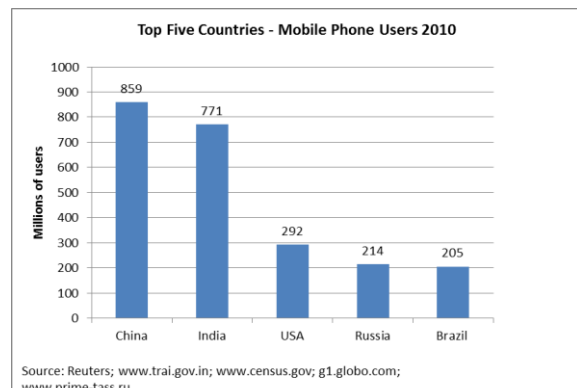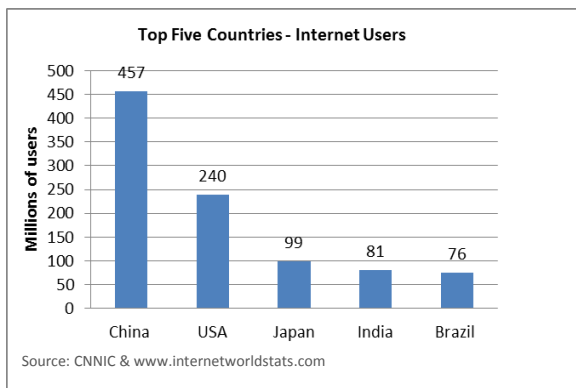
The ICT industry in China is a dynamic and complex industry covering a broad range of products and services including telecommunications, hardware (including consumer electronics), software and IT services sectors. The opportunities for EU SMEs in this sector will fall within areas where they can leverage their quality and innovation strengths. EU SMEs will find opportunities in high-value niche areas where specialisation in certain technologies or know-how will provide them with a strong competitive advantage.

1. Market size

The ICT industry covers a broad and dynamic range of products and services from telecommunications equipment to IT consulting services. For the purposes of this report the ICT industry is comprised of four sectors: telecommunications, hardware, software and IT services.

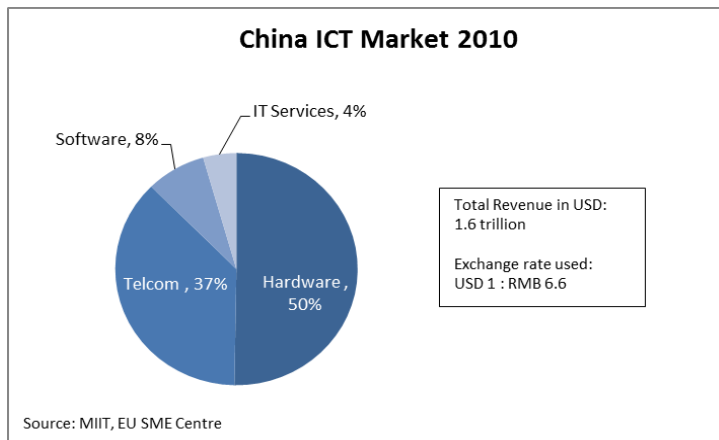| ICT Sectors*			
Telecommunications	**Hardware**	**Software**	**IT Services**
• Basic service and value added services • Telecommunications equipment	• Computers • IT network equipment • Storage devices • Consumer electronics	• Software Product • System Integration & Support • Embedded Software • Software related IT Consulting • Design & Development	• Network services • System integration • IT outsourcing services • Maintenance and support services • IT consulting services • Education and training services
*This table provides examples of products and services by sub-sector and does not comprise an exhaustive list			

China has the most internet (457 million) and mobile phone users (859 million) in the world. The number of internet users in China is almost double that in the USA, followed by Japan. While overtaking India by over 88 million, China has two times more mobile users than the USA and Russia.

Top Five Countries - Internet Users

Source: CNNIC & www.internetworldstats.com

Top Five Countries - Mobile Phone Users 2010

Source: Reuters; www.trai.gov.in; www.census.gov; g1.globo.com; www.prime-tass.ru

1.1. ICT subsectors

Compared to the EU ICT market, which was valued at EUR 704 billion (USD 1.02 trillion) in 2010 by the European Information Technology Observatory (EITO), the Chinese ICT market in 2010 was reported at CNY 10.7 trillion (USD 1.6 trillion) by the Ministry of Industry and Information Technology (MIIT), up 18% from 2009.

The hardware and telecommunications sectors take up the lion's share of the ICT market, however, software and IT services are showing the greatest growth potential.

China ICT Market 2010

IT Services, 4%

Software, 8%

Telcom, 37%

Hardware, 50%

Total Revenue in USD:
1.6 trillion

Exchange rate used:
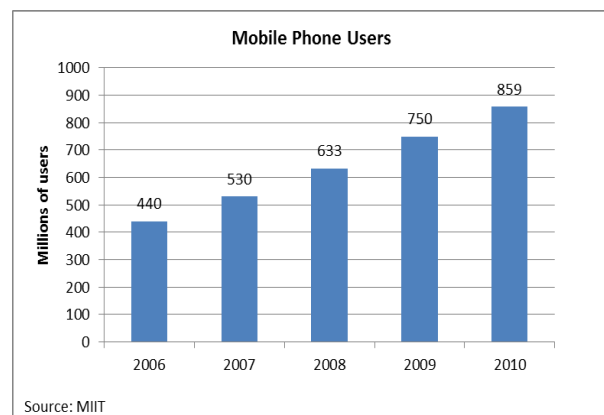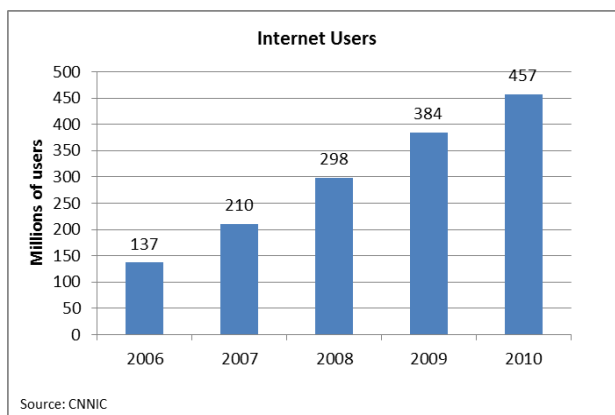USD 1 : RMB 6.6

Source: MIIT, EU SME Centre

2. Key growth drivers in 2011

2.1 Strong GDP growth rate and large user base

The economy has registered real GDP growth averaging around 10% over the last five years and this growth is spurring on the development across the ICT industry.

The number of internet users has more than tripled between 2006 and 2010. 2010 showed a 19% year-on-year increase with a penetration rate of 34%, up from around 29% in 2009, which is still less than half of the rate in Germany, France or the UK.

Despite the number of mobile phone users growing at an average of 18% in the past five years, China has a mobile phone penetration rate of 31.6%, less than a third of the rate in the EU, which means there is room for further expansion.

Internet Users

Millions of users

2006	2007	2008	2009	2010
137	210	298	384	457

Source: CNNIC

Mobile Phone Users

Millions of users

2006	2007	2008	2009	2010
440	530	633	750	859

Source: MIIT

2.2 Key industry supported by the government

Importance of the ICT industry has been stressed in the central government's 10th and 11th Five Year Plans (2001-2010), which serve as a blueprint for development in China.

Aimed at achieving quality and sustainable growth, China's 12th Five Year Plan (2011-15) highlighted seven major emerging strategic industries which include energy-saving and environment protection, new-generation information technology, biology, high-end equipment manufacturing, new energy, new materials and new-energy cars.

The focus of the new-generation information technology industry will be on next generation telecommunication networks, next generation internet technologies, internet of things, triple network convergence (telecom, computer and cable TV networks), cloud computing, integrated circuits, new generation displays, high end software, high end servers and information services[1].

2.3 Other key factors

Other key factors that will drive growth in this sector include a largely untapped rural market, government spending, increased adoption of e-commerce and continuing modernization in sectors such as education, healthcare and manufacturing[2].

Potential opportunities are growing as the government strives to boost domestic consumption and industries across the board improve their process efficiencies. For example, the overall investment and consumption stimulated by the triple network convergence project is expected to reach CNY 688 billion (USD 105 billion).[3]

---

3. Market structure

3.1 Telecommunications

The provision of carrier services in the telecommunications industry is dominated by four state-run telecom carriers including China Mobile, China Telecom, China Unicom and China DBSAT (satellite related services). Total telecommunications revenue in 2010 was over CNY 3 trillion, up 20.5% from a year ago. Mobile communication accounted for 70% of basic services revenue, and fixed line communication continues to decline.

This market is dominated by Chinese and MNC telecom equipment giants with sizable R&D investments and economies of scale such as Huawei and Alcatel.

3.2 Hardware

China is the world's largest exporter of IT hardware such as laptop computers, mobile phones, DVDs, TV sets and digital cameras.

The hardware market in China is mature and concentrated. For example, Lenovo held 32% share of the PC computer market by the end of 2010; following Toshiba and NEC from Japan, three companies [4] with investment from Taiwan ranked among the top five computer hardware manufacturers in the world with combined revenue of over USD 40 billion in 2010. Due to acquisition of core technologies and increased capacity, China's import of mobile devices has been decreasing since 2007.

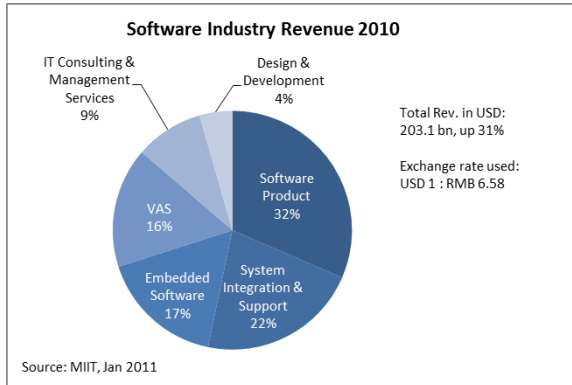[1] China's 12th Five Year Plan (see resources 1: Further reading)
[2] Software Industries in China, Opportunities for Business (see resources 1: Further reading)
[3] ACMR. IT Industry Special Report 2010.
[4] www.foxconn.com; www.quantatw.com; www.compal.com

3.3 Software

Total revenue of the software sectors was USD 203 billion in 2010, up 31% from a year ago. Due to the recovery of the integrated circuit sector and growth in software outsourcing, design and development grew 73.1% in 2010 year-on-year.[5]

Software Industry Revenue 2010

IT Consulting & Management Services 9%
Design & Development 4%
Software Product 32%
VAS 16%
Embedded Software 17%
System Integration & Support 22%

Total Rev. in USD: 203.1 bn, up 31%

Exchange rate used: USD 1 : RMB 6.58

Source: MIIT, Jan 2011

The software market is competitive and fragmented. By 2008 there were over 16 thousand registered software companies in China. According to the Ministry of Industry and Information Technology (MIIT), the top 100 software companies had a combined revenue of CNY 244 billion (USD 37 billion) in 2009, 24.6% of total industry revenue. Foreign brands still account for over 65% of the current software market.

Key domestic players in the market include Insigma, Beyondsoft, Chinasoft, hiSoft, Kingdee, Neusoft and UFIDA. Established MNCs include Microsoft, Oracle, SAP and CISCO.

3.4 IT services

In China, there are almost no IT service inputs or imports from foreign countries, an indication that the majority of service providers already have a presence in China. Firms in this industry compete against each other on enterprise scale, geographical coverage, technical knowledge, price, and employee skills.

Both domestic and foreign demand for IT services have also been rising rapidly. Driven by fast development of internet related services, IT Consulting & Management services in 2010 grew 37.2% year on year and value added services (VAS) grew 44.6%.[6]

Entry barriers in the IT service industry in China are relatively low, equipment maintenance and training services for example are unrestricted. There are many SMEs in this industry which have less than 50 employees.

Competition is more intense in the high-end market compared with the low-end market. Well-known foreign and domestic companies occupy larger proportions of this market, it is estimated that revenue of IBM, HP, SAP, Oracle, Bearing Point and Accenture will account for about 18% of industry revenue in 2011[7].

Entry barriers to this industry are also increasing as the industry has entered an integration stage and there will be more mergers and acquisitions in the future. Service price has been a very important factor for selecting IT service providers in China. Recently, declining pricing levels have put pressure on many service providers in the IT market.[8]

3.5 The ICT value chain and main players

While by no means comprehensive, the table in the following page provides an outline of the more visible ICT players in China.

---

[5] MIIT, Jan 2011
[6] MIIT, Jan 2011
[7] ACMR-IBISWorld. *IT services in China, Feb 2011*
[8] ACMR-IBISWorld. *IT services in China, Feb 2011*

ICT players

	Network infrastructure suppliers	Network operators and service providers	Suppliers of computer hardware and software	Media, content providers, e-commerce platforms	ICT consultants and systems integrators	Web/app/game developers and design/marketing agencies	Distributors
Domestic	Huawei Datang ZTE	China Mobile China Telecom China UNICOM China DBSAT	PC: Lenovo Founder Haier Tsinghua Tongfang Components: Foxconn Tech-Com Software: Insigma Beyondsoft Chinasoft hiSoft Kingdee Neusoft UFIDA	Sina Baidu Sohu Tencent NetEase Youku Kaixin Ctrip Taobao Alibaba 360buy Dangdang Vancl	Tsinghua Tongfang Great Wall PCCW	Shanda KongZhong The9 NetDragon Giant Interactive Perfect World ChangYou	Digital China ECSChina Unis Digital Highly IT Founder Changhong Xiaotong
Foreign	Alcatel Nortel Networks Motorola Ericsson Cisco Nokia Siemens		IBM HP Dell Apple -------- Microsoft Oracle SAP, Cisco CDC Software	Amazon Eachnet (ebay)	IBM HP	Yourzine OlgivyOne UbiSoft Electronic Arts	Ingram Micro

4. Challenges in the market

Despite the headline figures, many of the opportunities remain difficult for EU SMEs to exploit. High barriers to entry exist for both exports to China and investment. These barriers are related to the legal and regulatory environment, the characteristics of the market and the operating environment.

4.1 Legal and regulatory barriers

Telecommunications

From being completely state-run, other enterprises including foreign investors are now being allowed to operate in certain telecommunications sectors. However, telecommunications still falls within the "restricted" category in the Foreign Investment Industry Catalogue (2007) and Sino-foreign Joint Venture is the only permitted form for foreign investors operating basic telecommunications business[9] or value-added telecommunications business[10] in China.

Hardware, software and IT services

In principle there are no restrictions on foreign companies engaging in the sectors of hardware, software and IT-Service. Development of software and provision of certain IT services fall into the "encouraged industries" category of the Catalogue of Industries for Guiding Foreign Investment (2007). However, it should be noted that all software products must be registered with the local Software Industry Association before they can be sold in China.

Registering software at the Software Industry Association
China Software Industry Association (CSIA) receives applications for registration of all software products (including software localisation). After the application is approved by the Ministry of Information Industry, CSIA will issue a software product registration number and registration certificate.   Where a part of imported software is developed and produced in China, the locally developed part can be registered by the copyright owner together with the original developer company. Evidence for localized development needs to be provided.
Preferential tax treatment – hi-tech and software
Companies deemed to be 'hi-tech' pay a preferential corporation tax rate of 15%. A hi-tech company is one that, according to the Ministry of Science and Technology is: 1) Registered in China 2) Falls within one of the priority hi-tech fields outlined by the government 3) Has over 10% of staff carrying out R&D activities 4) Has a certain proportion of R&D expenditure against sales 5) Hi-tech products/services account for 60% of annual gross revenue 6) Has independent intellectual property rights or exclusive licences.   Software products that are produced by the company themselves also attract tax rebates. These rebates reduce the effective VAT payments to about 3-6%.

Standards and conformity requirements

There are high market entry costs - both in terms of fees involved in mandatory certification and the resources this requires. China differs from other markets since international certification is not accepted and the process has to be repeated before market entry. Any certification the manufacturer

---

[9] Encompassing the provision of the infrastructure for public networks, public transmission of data and basic voice telephony services
[10] Includes telecommunications or information services provided using the public network infrastructure

has obtained in other markets (no matter whether the quality requirement exceeds the Chinese minimum) is not accepted and the Chinese quality and safety authorities will require type testing, factory inspection, and a comprehensive documentation process carried out by a Chinese inspection bureau (they are all located in China) before granting the permit to sell on the Chinese market.

Some examples of licensing and certification requirements include: CCC marks on quality and safety, Production Licence for Industrial Products when manufactured in China and the Multi-Level Protection Scheme (MLPS) for certain types of software[11].

IPR protection issues

China's IPR environment is still a challenge for any business operating in the market. EU SMEs in the ICT industry looking to sell or export ICT products to China should be wary of the high risk of IPR infringement in China and the difficulty in enforcing these rights.

More information on the scope, registration and enforcement of patents and trademarks in China can be obtained from the China IPR SME Helpdesk at www.china-iprhelpdesk.eu.

4.2 Market barriers

Economies of scale

Because many of the products within the ICT market are being commoditised, opportunities in the hardware and telecommunications equipment markets are only really viable to the larger players who can produce enough units for a low enough cost. Many SMEs will not have the capital available to invest in the fixed costs necessary to achieve these scale economies.

Developing market

Although growing quickly the ICT market is still in the process of developing. On the one hand many Chinese organisations (public and private) are not yet developed enough to take on the latest ICT solutions and on the other hand intangible products such as IT consultancy and software are not viewed as being as value adding as in the West. Time is therefore needed to convince Chinese buyers of the benefits of many ICT services and software products and to overcome the price sensitivity in the market.

Increasing local competition

Chinese companies operations capabilities are increasing quickly and in many respects are able to match the capabilities of their international counterparts. This means in many areas where the products or services are being commoditised, that it will be even tougher for foreign companies to enter the market. Chinese companies will also have the edge when it comes to understanding the local market and adapting their products to it.

---

[11] Licensing and certification requirements by sector can be seen in Section 6: Report summary.

4.3 Operational challenges

Hiring and retaining staff

IT staff (e.g. IT engineers and web developers) are becoming increasingly expensive to hire and difficult to retain. It should not be assumed that hiring of staff is 'cheap' in China especially when national social insurance payments, some of which are obligatory, are taken into consideration. Many IT staff will also have a preference for working with large multinational corporations (MNCs), so SMEs will have to underline growth opportunities and their corporate values to their staff, in order to increase their chance of retaining them.

5.   Opportunities for EU SMEs

5.1 Niche and high value added services

The opportunities for EU SMEs in China's ICT sector fall within areas where they can leverage their quality and innovation strengths. EU SMEs will find opportunities in high-value niche areas where specialization in certain technologies or know how will provide them with a strong competitive advantage.

In the short term though, the most accessible customers will be other foreign companies who are used to implementing more developed software and hardware solutions. Chinese companies are also increasingly recognising the value of ICT solutions for developing competitive advantage, however, more time will be required before these solutions are fully embraced.

We consider that the software and IT services sub-sectors present attractive opportunities for EU SMEs entering the market[12]. These two areas only make up a small proportion of current IT spending in China, but they are also expected to be the areas of highest growth[13].

IT consultancy and outsourcing sector

In the IT consultancy and outsourcing sector, foreign companies are bringing with them more efficient business practices which are driven by IT systems that are integrated with their operational processes. These processes are also being implemented in China and this brings about the need for service providers that can develop and integrate databases and IT systems (e.g. ERP and CRM systems). Particular sectors such as banking and health are seeing particular drives to upgrade their systems and are therefore a good potential source of opportunity. Opportunities may also be more easily accessible in China's second and third tier cities where quality service providers are hard to find. The market for consultancy services is still not yet as developed as in the West and so time will have to be spent educating the market. Immediate opportunities therefore lie with the foreign companies entering the market.

Web development

There are a growing number of foreign companies and organisations entering China. Many of these companies are setting up their own websites which provides a good opportunity to web developers that can build attractive and stable websites. E-commerce is also taking off in China with 161 million

---

[12] See 'Challenges in the market'
[13] See 'China IT Spending' pie chart above and Gartner http://www.gartner.com/resId=1339313

recorded online shoppers by the end of 2010, an increase of 49% year-on-year, and this area presents a particular opportunity. Competition in the web development and design market is getting tougher though and service providers increasingly have to show strong capabilities in terms of systems integration, database development and design.

Applications development

Mobile internet users in China have exceeded 250 million. iPhones and Android phones have been successfully launched in China's cities, major hardware manufacturers such as Toshiba, Samsung and Great Wall Computer are pushing tablet PCs after Apple's iPad. This has led to great potential in the market for apps. Although the current market for apps is small, Chinese consumers who are already used to paying for ringtones and for online gaming are likely to be a good target market.

China's large-scale 3G deployments are expected to fuel growth in the demand for 3G telecom software across various application platforms. Due to the explosive increase of the number of cars in the recent five years, 3G handset and vehicle navigation devices are also expected to be the next high growth area.

Enterprise software

Between 2009 and 2013, the fastest-growing segment will be data integration and data quality tools, with a Compound Annual Growth Rate of 32%, although it is growing from a small base. According to Gartner[14], Chinese enterprises are catching up in terms of adoption of these tools, resulting in the fast growth of this market.

Software and IT services - success factors
To be successful in these areas EU SMEs will require strengths in the following areas: ***Technical expertise and knowledge*** It almost goes without saying that EU SMEs should have the knowledge and expertise to provide solutions to enterprises in China. However, EU SMEs will also need to be able to adapt these solutions and their products to the characteristics of the local market. EU SMEs should therefore be able to hire and retain expert IT staff. ***Geographical reach*** Many enterprises in China will require IT services in different geographical locations. Being able to apply a consistent service through an established network will be a distinct advantage. ***Corporate brand name*** On the IT Services side, when bidding for projects from larger clients in particular, having a recognised corporate brand name will be a strong influence on who they decide to eventually hire.

5.2 Opportunities by region

The top six provinces/municipalities in terms of output, numbers of companies and sales revenue for the ICT sector are all based on the east and south parts of China: Guangdong, Jiangsu, Shanghai, Shandong, Zhejiang and Beijing. However, since 2009, the growth of ICT sales and investment in the mid-west region has surpassed the east region. Sichuan, Shaanxi, Henan, Hunan and Anhui provinces have seen an increase of over 35% in ICT investment, while that in the eastern centres have stagnated or even declined slightly.

---

[14] IT research and advisory company

Opportunities in the Telecom sector lie in large cities with most developed telecommunications infrastructure and highest amount of fixed-asset investment in ICT and the highest number of mobile phone subscribers, namely Beijing, Shanghai, Guangzhou, Shenzhen, Chongqing and Tianjin.

The Chinese government has committed itself to developing the western regions which lag behind economically, and this may provide opportunities for government-backed telecommunications infrastructure projects in western China covering Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang, Sichuan, Yunnan, Guizhou, Tibet, Inner Mongolia and Guangxi.

The majority of software companies, both Chinese and international, are located in Guangdong, Shanghai, Zhejiang and Jiangsu, with most domestic firms located in one of the 11 software parks[15]. Beijing and Guangdong show the highest figures for software revenues, followed by Zhejiang, Shanghai, Jiangsu, Sichuan, Liaoning, Fujian and Hunan. Most software-testing companies are located in the Yangtze River Delta.

Some local governments are actively encouraging ICT-related FDI, for example, in Dalian, there are tax incentive policies and subsidized graduate support polices in place for software development companies.[16]

For EU SMEs, the regional cities should be considered depending on the nature of their products/services.

---

[15] Beijing, Shanghai, Guangzhou, Jiangsu, Hangzhou, Xi'an, Chengdu, Dalian, Jinan, Changsha and Zhuhai
[16] UKTI regional cities ICT report 2008

6. Report summary

	Telecommunications	Hardware	Software	IT Services
Legal barriers	• Basic services and value added services (VAS) both restricted. • JV's only. • Operating Permit for Basic Telecommunications and VAS Business required. • Ecommerce legal environment opaque. • Licences required.	• Few if any restrictions.	• An 'encouraged' sector. • Few if any restrictions. • However, all software products must be registered with the local Software Industry Association.	• Consultancy and design services not restricted.
Taxes applicable	• Corporation tax 25% • Corporation tax for 'hi-tech companies' 15% • VAT 17% • City Maintenance and Construction Tax 1 - 7% of VAT tax depending on location • Education surcharge 3% of VAT.	• Corporation tax 25% • Corporation tax for 'hi-tech companies' 15% • VAT 17% • City Maintenance and Construction Tax 1 - 7% of VAT tax depending on location • Education surcharge 3% of VAT.	• Corporation tax 25% • Corporation tax for 'hi-tech companies' 15% • Business tax 5% • VAT 17% (preferential tax rate may apply. See page 11) • City Maintenance and Construction Tax 1 - 7% of Business tax or VAT tax depending on location • Education surcharge 3% of business tax or VAT tax.	• Corporation tax 25%. • Corporation tax for 'hi-tech companies' 15% • Business tax 5%. • City Maintenance and Construction Tax 1 - 7% of business tax depending on location • Education surcharge 3% of Business tax.
Certification requirements	• CCC certification on quality and safety. • Network Access Licence for network interconnection equipment. • Radio Type Approval for products transmitting radio signals. • Information security Certificate for certain products. • Chinese RoHS measures restrict the use of certain hazardous substances. • Import permit for certain products.	• CCC certification on quality and safety. • Chinese RoHS measures restrict the use of certain hazardous substances. • Production Licence for Industrial Products when manufactured in China.	• Information security Certificate for certain products used by Chinese public organisations (incl. SOEs). • The Multi-Level Protection Scheme (MLPS) for certain types of software.	n/a
Market challenges	• An oligopolistic industry dominated by large local players. • Large capital investment and scale economies required.	• There is intense competition in the domestic market putting downward pressure on prices and profits. • Commoditisation.	• Strong local and foreign competition. • Pricing. • Localisation.	• Competition more intense in the high-end market. • Pricing.
Success factors	• Technical expertise and knowledge. • Economies of scale. • Network externalities and customer base.	• Access to skilled HR. • Quality. • Proximity to key suppliers • Proximity to key markets. • Economies of scale.	• Technical expertise and knowledge. • Ability to quickly adopt and adapt new technologies. • Corporate brand name.	• Geographical reach. • Technical expertise and knowledge. • Ability to quickly adopt and adapt new technologies. • Corporate brand name.

Resources

Further reading
Study on the Future Opportunities and Challenges of EU-China Trade and Investment Relations: ICT Equipment http://trade.ec.europa.eu/doclib/docs/2007/february/tradoc_133307.pdf Published by: EU Commission - DG Trade, Feb 2007 Accessed on: 11 March 2011
ICT Equipment Markets: Forward-Looking Perspective of EU-China Trade & Investment Relations http://trade.ec.europa.eu/doclib/docs/2006/july/tradoc_129425.pdf Published by: EU Commission - DG Trade, July 2006 Accessed on: 11 March 2011
Software industries in China: Opportunities for Business http://www.cbbc.org/guide/downloads/uktilondon_software Published by: China-Britain Business Council, Feb 2011 Accessed on: 11 March 2011
Opportunities for UK Businesses in China's Regional Cities: www.uktradeinvest.gov.uk/ukti/chinacities Published by: UKTI, July 2010 Accessed on: 11 March 2011
Opportunities for UK Businesses in China's Regional Cities: Update http://www.cbbc.org/guide/downloads/summary_regional_cities_report Published by: UKTI, 2011 Accessed on: 11 March 2011
China Internet Development Statistics Report - 27th Edition http://www1.cnnic.cn/uploadfiles/pdf/2011/2/28/153e752.pdf Published by: CNNIC, Jan 2011 Accessed on: 11 March 2011
Telecommunications Statistics Report 2010 (Chinese) http://www.miit.gov.cn/n11293472/n11293832/n11294132/n12858447/13578942.html Published by: MIIT Accessed on: 11 March 2011

Exhibitions
11th Annual OptiNet China and China FTTH, Beijing www.optinetchina.com OptiNet China 2011 offers a platform for businesses in the telecom and cable industry. Participants range from fixed line and mobile carriers, broadband service providers to component/device manufacturers and ISPs. June 1-2, 2011 *Email: isabel.shi@infoexws.com*
China International Software and Information Service Fair, Dalian www.cisis.com.cn/en/default.aspx The CISIS is the only fair approved by the State Council of the People's Republic of China. It has been regarded as the most important event in Chinese IT industry, with products and services ranging from system software, embedded software to system integration and information services. June 22-25, 2011 *Email : Xuw@dlbii.gov.cn*
9th China Digital Entertainment Expo & Conference (ChinaJoy 2011), Shanghai http://2011en.chinajoy.net/ Being the No.1 game expo in Asia, Chinajoy attracts companies engaging in digital entertainment products and services globally. It demonstrates the latest digital entertainment products in the game industry. July 28-31, 2011 *Email: helena_wu@howellexpo.com*
2nd International Conference on Networking and Information Technology (ICNIT), Hong Kong www.icnit.org ICNIT 2011 is to provide a platform for researchers, engineers, academicians as well as businesses in the networking and IT field, such as 3G/4G mobile communication service, data mining and data fusion, E-health & biomedical applications, etc. December 16 – 18, 2011 *Email: icnit@vip.163.com*

Useful Websites
EU Commission - DG Trade DG Trade provides a large number of guides, research reports and policy documents for all sectors and trading partners. http://trade.ec.europa.eu/doclib
Ministry of Information and Industry (MIIT) The latest statistics on China's ICT and telecommunications industries from the Chinese government. www.miit.gov.cn
China Internet Network Information Centre The latest statistics on internet usage in China. http://www.cnnic.net.cn/en/index/
China IPR SME Helpdesk Useful advice and guides on how to protect IPR in China. www.china-iprhelpdesk.eu

Contact the Centre at:

Room 910, Sunflower Tower
37 Maizidian West Street
Chaoyang District
Beijing, 100125

T: +86 10 8527 5300
F: +86 10 8527 5093

www.eusmecentre.org.cn
enquiries@eusmecentre.org.cn

The EU SME Centre assists European SMEs to export to China by providing a comprehensive range of free, hands-on support services including the provision of information, confidential advice, networking events and training. The Centre also acts as a platform facilitating coordination amongst Member State and European public and private sector service providers to SMEs.

The Centre's range of free services cover:
• Business Development – provision of market information, business and marketing advice
• Legal – legal information, 'ask the expert' initial consultations and practical manuals
• Standards – standards and conformity requirements when exporting to China
• HR and Training – industry and horizontal training programmes
• Access to a service providers directory and information databases
• Hot-desking – free, temporary office space in the EU SME Centre to explore local business opportunities
• Any other practical support services to EU SMEs wishing to export to or invest in China.

The EU SME Centre is a project funded by the European Union.