

*A place where traditional concepts meet modern philosophies;*

*A flagship that leads in professionalism and creativity;*

*Reap bumper harvest through cooperation;*

*Shape promising future as beautifully dreamed.*



**EURO-CHINA CENTRE  
FOR BUSINESS COOPERATION**  
(International Association)

# Preface

---



From time immemorial, communication and cooperation have always been the eternal themes in the way of human progress. The Euro-China Centre for Business Cooperation (ECBC), an international association, is created as a bridge to serve this very purpose of ever increasing exchange and cooperation between EU member states and China.

The European Union and China, two of the world's major political and economic entities, are now bound together as long term trading partners with great development potential. With economic globalization gathering pace, EU and China are also turning over a new page of development based on the well-established strategic partnership. Born into this golden era and succeeding the fine tradition of friendly mutual communication and cooperation, ECBC witnesses the fruits of the sound EU-China partnership in which it also has a part. It has been a major driving force behind the ever-enhanced EU-China cooperation and collaboration.

With such a promising prospect for EU-China cooperation, ECBC is committed to providing all-dimensional and one-stop professional consulting services to public institutions and business communities to facilitate the rapidly growing EU-China exchange and communication programs. Relying on its diversified resources originating from the fine legacy of EU-China collaboration, ECBC is forging itself into a new international business platform through resource consolidation and global networking. Now, ECBC is ready to team up with a varied group of EU and China partners to create greater common prosperity and shape a brighter future.

# Introduction



The Euro-China Centre for Business Cooperation (ECBC) is a non-profit international association established in 1990. It was incorporated in line of Belgian law for International Organizations and signed by the King of Belgium HRH Albert II and the Minister of Justice of Belgium.

The headquarters of ECBC is located in Brussels, Belgium, the political center of the European Union. It has offices and contact points in major EU member states and Beijing, China. Led by Mr. José DESMARETS, the former Vice Prime Minister and Honorary Vice Chairman of the Chamber of Representatives of Belgium, ECBC has a council as its major management and administration body. The council works together with a consulting committee, consisting of scholars, business executives and governmental officials from both Europe and China. The secretariat is responsible for its daily work and its staff is mainly from the EU member states and China.

Since its establishment, ECBC has participated and organized various cooperative programs and activities with fruitful results and influences in industry, agriculture, economy, trade, science and technology, social undertakings and other fields. Through all these activities and programs, ECBC has built up good relationship and broad cooperative network with European and Chinese governments, industries, enterprises, international and regional organizations and institutions, such as EU organizations, national governments of the EU member states, related departments of the Chinese government, specialized agencies of the UN, WHO, OECD, the International Energy Agency, the World Bank and the Asian Development Bank. Many programs and activities of ECBC have attracted attention and received great support from the high officials of the Chinese government as well as ministers and governors from different ministries and provinces of China.

As one of the first group of international organizations established in EU member states to provide intensive training programs for Chinese public institutions and business communities, ECBC forged the famous “Euro-China Executive Training Program” in 1992 under the support of the European Commission.

---

It was ratified in 1999 by the State Administration of Foreign Experts Affairs of P.R.C. as the overseas training channel (Ref. Number: 993201), and in 2000, the same authority recognized ECBC as the overseas training base of China. Suited to the Chinese economic development situation and requirement, ECBC successfully held short-, medium- and long-term training programs in Europe for Chinese executives. It is ranked top 30 globally and top 10 Euro-wide as a key training base among 282 overseas training organizations certificated by the State Administration of Foreign Experts Affairs of P.R.C.

ECBC is dedicated to the enhancement of economic exchange and trade communication between Europe and China by organizing various forms of commercial exchange and promotion, including international seminars, exhibitions, project presentation, cooperation fairs, new technology & products promotion events, exchange visits and large-scale business promotion; and assisting enterprises from both sides to attend professional international fairs. Moreover, ECBC actively participates in cross-regional economic cooperation and development projects launched in the areas between EU and the New Eurasian Continental Bridge, EU and ASEAN as well as EU and Northeast Asia etc.

With its ECBC Expertise Bank, a pool of professionals from various industries and regions to provide high-class specialized service in the form of experts exchange and consultation, ECBC assists Chinese enterprises in their “go global” drives and helps European companies to invest and develop in China.

In the spirit of providing professional and trustworthy services, ECBC, a group of qualified and highly internationalized professionals, has been making active efforts to contribute to the ever-enhanced Euro-China cooperation in a display of rigorous and efficient way of work.

# Core Business

ECBC focuses on serving Chinese public institutions and business communities with executive training, professional visit, expertise service, exhibition and forum service.

## Executive Training

Supported by the European Commission, ECBC formally started the Euro-China Executive Training Program in 1992, which won great reputation. Keeping abreast with global development and China's reform and opening-up, ECBC continues to launch a series of high-end professional training programs by consolidating abundant social resources in Europe to meet the need of development in China.

## Professional Visit

To foster cooperation and exchange between EU member states and China, ECBC initiates, organizes and implements service package including two-way governmental visits and people-to-people exchanges. Those activities are mainly involved in regional cooperation, negotiation of overseas programs, investment inspection, market research, international finance investigation, capital operation and culture exchange. Meanwhile, to meet the increasing demands from China's fast expanding private economy, ECBC has launched a specific business passage to Schengen States via Belgium with assistance from governments of EU member states and Embassy of Belgium in P.R.C.

## Expertise Service

Benefiting from good partnership with high education institutions, ECBC provides expertise support in economic management, culture, education, health, science and technology, etc. It also helps to facilitate two-way visits and dispatches of experts to and from EU member states and China, and provides head-hunting services at international talents market. The ECBC Expertise Bank is a pool of professionals in various fields and regions, who are capable of giving specified consulting service in economic management, culture, education, health, science and technology, etc. ECBC welcomes experts worldwide to join in the ECBC Expertise Bank.

---

## Exhibition and Forum

ECBC independently initiates, organizes and implements business events including investment and marketing promotion, theme galas, theme days, news conferences, products presentations, displays and seminars in big conventions and exhibitions in EU member states and China. By collecting and dealing with the information on diversified professional seminars and exhibitions, ECBC also facilitates teams from EU member states and China to participate in international fairs with business traveling service and related value-added service.

## Information Platform

Setting up a professional information platform based on resource consolidation, ECBC provides public institutions and business communities in EU member states and China with publications of rich contents and information concerning economic development, product demand and business service in diversified forms of print, multimedia and internet. Furthermore, ECBC is capable to provide tailor-made information collection and investigation services to suite differentiated demands of various customers.

# Global Network

## Brussels Belgium

Address: 38b, Boulevard Bischoffsheim 1000 Brussels

Tel: 0032-2-2175863, 0032-2-2175864

Fax: 0032-2-2175865

E-mail: [info@euro-china-centre.be](mailto:info@euro-china-centre.be)

## Beijing China

Address: 21A3 – 21A5, Hanwei Plaza, No. 7, Guanghua Road, Chaoyang District, Beijing

Post Code: 100004

Tel: 0086-10-65617560, 65617562, 65617564

Fax: 0086-10-65616638

E-mail: [office@eurochinacentre.com](mailto:office@eurochinacentre.com)

## Lund Sweden

Address: Vittnesgränden 39, 226 47 Lund

Tel: 0046-46-2119384, 0046-70-4422284

Fax: 0046-46-2119384

E-mail: [justina.guo@euro-china-centre.se](mailto:justina.guo@euro-china-centre.se)

## London UK

Address: 66 Richborne Terrace London SW8 1AX UK

Tel: 0044-20-77356965

Fax: 0044-20-75829380

E-mail: [david.shaw@sabrelance.com](mailto:david.shaw@sabrelance.com)

## San Francisco USA

Address: 122, 2nd Ave. #218, San Mateo, CA 94401 USA

Tel: 001-6506858768

Fax: 001-6506858766

E-mail: [charleszhi@sbcglobal.net](mailto:charleszhi@sbcglobal.net)