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26.Title	Market Penetration of Chinese SME's in Europe: Strategic Lessons and Learnings from a Supply Chain Management Perspective
Conference	11 th Annual International Conference of Society of Operations Management, Symbiosis Institute Of Operations Management, Nashik from December 21-23, 2007.)
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Abstract	Nowadays, China is one of the most focused countries in the world since it has a very high potential to overwhelm the world market. As a result, we can find lots of articles and discussion about the activities of internationalization and relocation of many international firms (both MNEs and SMEs) in China. Those firms moved to China in order to either serve the huge Chinese domestic market or enjoy the cheap production costs to supply the global market. However, there is one phenomenon that is not new and seldom has researches discussing about it. This is the fact that there are also a lot of Chinese entrepreneurs who moved out of China and located in other countries. In this research, we study about some Chinese firms which set up their sales agencies in the sales offices and distribution clusters in four European countries which are Poland, Spain, Portugal and Italy.