



ENRICH

EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, CHINA

ENRICH in China SERVICE PORTFOLIO

- Mission
- Service offer
- Appendix: Concepts, Internationalisation Matrix, and Expertise

ENRICH in China Mission

- ❖ Promoted by the European Commission, ENRICH in China is becoming a legal entity with a sustainable network of European and China-based facilitators
- ❖ Ultimate goal is it to support European Science, Technology and Innovation (STI) actors to internationalise and succeed in the Chinese market
- ❖ Unique Selling Point (USP) is a team of accredited and highly qualified service providers as well as a network of strong political EU and Chinese authorities



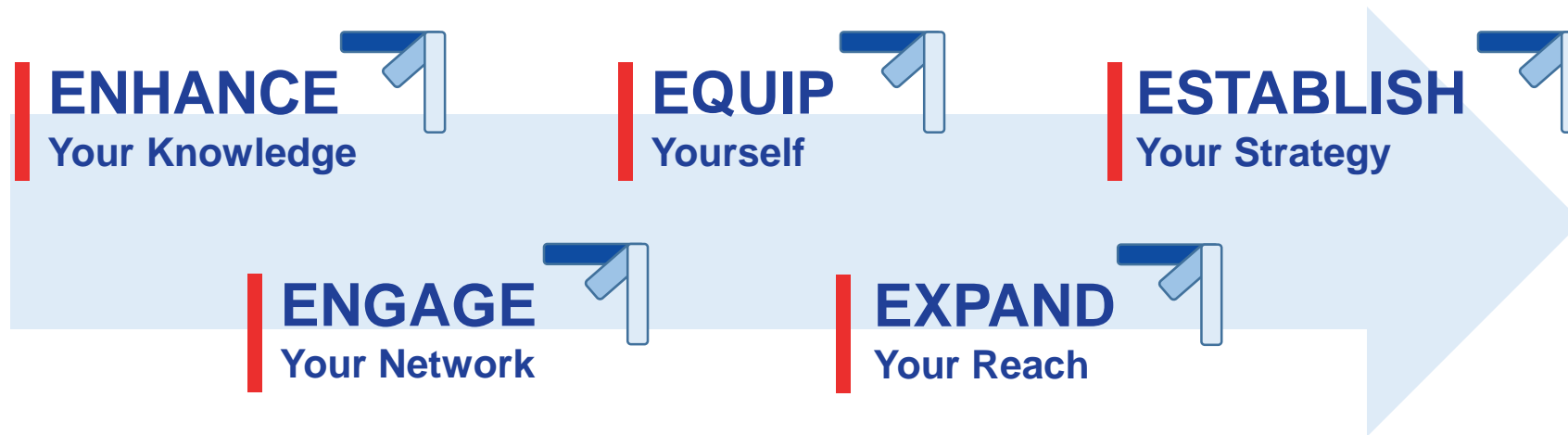
Promote STI cooperation
between Europe and China

Reinforce the leadership of
European STI in China

Connect and support
European STI organisations in
China by providing access to
high-quality services

ENRICH in China service areas

The ENRICH in China network grants access to **high-quality, professional services** that support and enable European STI projects **along the entire internationalization chain towards China.**



ENRICH in China services (...)



Enhancing our clients' knowledge about the Chinese business, market, technology and innovation landscape

Market analyses and Feasibility studies



Equipping our clients' team with practical and specific trainings

Trainings and Webinars

ENRICH in China services (...)



Establishing our clients' China strategy for their research and innovation endeavor

Consultation and Coaching



Enlarging our clients' network by organizing EU-China missions, conferences and other brokerage meetings

Cooperation Enabling Events

ENRICH in China services



Expanding our clients' reach in China with four accredited Soft-Landing-Zones that support their localization with administrative, legal and cooperation support

Soft-Landing Zones support

ENRICH in China serves the complete pipeline for the expansion in the Chinese STI market

ENRICH in China service offer (...)

Webinars

- ❖ 29 MAY 2019 Webinar on **The Future of China's Healthcare Industry** (Tsinghua University)
<http://china.enrichcentres.eu/post/the-future-of-china-s-healthcare-industry>
- ❖ 19 JUNE 2019 Webinar on **Industry 4.0**
<http://china.enrichcentres.eu/post/industry-4-0>
- ❖ JULY 2019 Webinar on **E-commerce in China** (EU-SME-Centre, Beijing) (TBC)

ENRICH Summer-Road-Show is stopping in **Bucharest (3.6), Sofia (5.6), Plovdiv (6.6) and Athens (11.7)**
<http://china.enrichcentres.eu/post/summer-road-show-of-enrich-in-china-brazil-and-usa>

ENRICH in China Webinars are free of charge and interactive, allowing for questions and follow-up.

Registration is possible on the ENRICH in China Homepage.

 GoToWebinar

Participation in the ENRICH (in China, Brazil and USA) Summer-Road-Show is free of charge

Agenda

- 10:15 - ENRICH in China Centre and Upcoming Activities**
Sara Medina, SPI
- 10:30 - New Calls for Proposals under the CFM**
Odette Paramor, UNNC
- 11:00 - Learnings from an EU-China H2020 Project Proposal**
Ge Yuming, CAICT
- 11:15 - Questions & Answers**

Agenda

- 10:15 - Opening**
Elli B. Tzatzanis-Stepanovic, FFG
- 10:25 - The Start-Up Landscape in China**
Tomas Larsson, ChinaLab - Kairos Future
- 10:45 - Best Practice Examples on How to Access the Chinese Market**
Wenhuan Xia, Beijing Belt & Road International Co-Incubation Secretariat
- 11:05 - ENRICH in China Upcoming Activities**
Sara Medina, SPI
- 11:15 - Questions & Answers**

ENRICH in China service offer (...)

On -site Trainings (Concepts and Costs on pages 12-15)

- ❖ **Build your path to China** (1 day, EUrelations)
-> Working on an internationalisation strategy towards China
- ❖ **360° Business Planning for China** (1 day, Steinbeis 2i)
-> Elaborating a business plan towards China
- ❖ **Management Training on smart manufacturing**
(1,5 days, Fraunhofer IPK)
-> Elaborating of a roadmap for intelligent manufacturing
- ❖ **Preparation training towards smart manufacturing transformation** (5 days, Fraunhofer IPK)
-> Creating a streamlined, transparent and flexible factory

On-site trainings are offered in collaboration with ENRICH in China's partners and can be hosted by the client on-site.

The client hosting the training will be expected to provide:

- Physical venue*
- Presentation technology*
- Catering*
- Attendees (dissemination and registration)



*ENRICH in China can provide venue and catering at an additional cost to the host

**Training @ ENRICH in China
Brussels centre
13 June 2019 Training on Technology
Transfer (1 day)**

@ ENRICH in China Brussels centre
Avenue de Tervuren,
168 B-1150 Brussels, Belgium

(Concept and Cost on page 16)



ENRICH in China service offer

Tailor-made Services according to our clients' needs

- ❖ **Market analyses and Feasibility studies**
-> Enhancing knowledge about the Chinese market, technology and innovation landscape through suitable technology transfer, business plans, SWOT analyses, foresight analyses and scenarios, etc.
- ❖ **Consultation and Coaching**
-> Establishing the right China strategy for individual research and innovation endeavors
- ❖ **Cooperation Enabling Events**
-> Enlarging networks through valuable contacts by organizing EU-China missions, conferences, annual fora and brokerage meetings

Tailor-made Services* are offered in collaboration with ENRICH in China's partners according to individual needs.

*Costs are calculated by arrangement.



ENRICH in China Annual Funding Forum @ ENRICH in China Brussels centre
2 October 2019 (1 day)

@ ENRICH in China Brussels centre
Avenue de Tervuren,
168 B-1150 Brussels, Belgium

(Concept and Cost on page 17)



ENRICH in China service offer (...)

Four accredited **Soft-Landing Zones** in China support localization with co-working space, administrative legal and cooperation support (Expertise and Services on pages 20-23)

- ❖ **Science and Technology Park in Beijing:** Rongtong Science and Technology Industry Group www.bjrtjt.com
- ❖ **Business incubator in Shanghai:** FinChi Innovation Center Co. Ltd www.finchi.cn
- ❖ **Regional Development Agency in Suzhou:** EU Sino Business Consultancy Company www.eusinobc.com
- ❖ **Service company in Shijiazhuang:** Beijing Software Enterprise Advisory Center www.bseac.com

A wide range of services is offered by **Soft-Landing Zones**.

Costs are calculated by arrangement.



ENRICH in China visit card

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Regional Hub China

Floor 7, Business & Innovation Centre
for China-Europe Cooperation, No.
1577 Tianfu Avenue
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Brussels, Belgium

Headquarters Europe

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168 B-1150 Brussels, Belgium
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Appendix: Concepts (...)

On –site Trainings

Build your path to China (1 day, organiser: EUrelations)

Goal: Develop your internationalization strategy towards China

Content: During a one-day workshop, the participants will have a good overview of Chinese Science, Technology and Innovation landscape, funding opportunities for research & innovation in China. Especially useful are the case studies both of success cases and failed cases. After the know sharing part, the participants will be divided into groups with one trainer for each group to interactively discuss and develop their own internationalisation strategy towards China. The participants will be offered with beneficial conditions to join the ENRICH in China community and to be guided on their path with 1-to-1 coaching packages.

Concept:

- This workshop is designed to be interactive and to find customized solution for the participants
- Target group of max. 20 participants
- Design Thinking Method
- Each participant's needs and expectations of the workshop will be evaluated before-hand
- Each participant will have the chance to join ENRICH in China community (becoming member) with a discount price
- Each participant will have the chance to book 1-to-1 coaching packages with a discount price

Cost: €3,950.00

Appendix: Concepts (...)

On –site Trainings

360° Business Planning for China (1 day, organiser: Steinbeis 2i)

Goal: Elaboration of a business plan towards China

Content: Writing a business plan can be complex and convoluted; especially when there is more than one person involved and the strategy is to introduce new internationalisation opportunities for a country such as China. With the S2i 360° Business Planning for China workshop, we can help you simplify yet maximise the value of this process by offering an immersive and interactive workshop enabling a concurrent view of both the intricate details and the big picture. Ensuring that each participant can engage and interact in a way that suits them best, this workshop enables you to experience together the power of your international business potential.

Concept:

The one day 360° Business Planning Training pack includes:

- Set up by a S2i trainer, including review of your companies concept, objectives and requirements,
- Target group of max. 5 participants
- Interactive 360° workshop collation, review and Business Plan draft creation
- Support and consultation

Cost: €3,950.00

Appendix: Concepts (...)

On-site Trainings

Management Training on smart manufacturing (1,5 days, organiser: Fraunhofer IPK)

Goal: Elaboration of a roadmap on how to implement intelligent manufacturing

Content: Roadmap: How to implement intelligent manufacturing; Importance of intelligent manufacturing for China; Components of Industry 4.0 / intelligent manufacturing; Importance of Technology versus importance of change of mindset;

Concept:

- The training is designed for a group of max. 10 participants
- The training comprises seven Blocks:

Block I: The market need to change smooth running processes in order to build in more flexibility; differences of traditional enterprise processes versus intelligent processes; approaches towards intelligent manufacturing in different countries

Block II: Description of nine selected technologies which are used for intelligent manufacturing, advanced robotics, smart logistics (track and trace), smart production control (self organization), big data analytics, smart quality, additive manufacturing, cloud computing) in addition to these technologies, some integration services; connectivity features and platform concepts are presented.

Block III: Required skills of staff in future factories; best practice: learning factory in Nanjing

Block IV: Group work (end of the first day)

Block V: Presentation of a real case of process improvement, factory planning, organisational design and technical upgrading in a Chinese company

Block VI: Methods and steps to improve a company

Block VII: Feedback session

Cost: €4,950.00

Appendix: Concepts (...)

On-site Trainings

Preparation training towards smart manufacturing transformation (5 days, organiser: Fraunhofer IPK)

Goal: Create a streamlined, transparent and flexible factory

Content: Analysis of processes, structures and performance.

Participants will learn to know lean principles and how to restructure a production accordingly, to create an executable business process model, and to develop a strategy in several dimensions (aimed status and system behavior). Definition of your readiness level in relation to an aimed status, using Key Performance Indicators (KPIs) including cost calculation per order.

Project work in small groups will enable to control and manage performance.

Concept:

Within five days, a group of max. 20 participants will perform and experience the improvement of a given factory of hand drill production from a traditionally organized structure to a streamlined, transparent and flexible factory:

Day 1 Experience a factory production, capture performance; ad hoc improvement versus strategic planning

Day 2 Plan your technology-oriented factory from process model to layout

Day 3 Elaborate a road-map for smart manufacturing and digitization

Day 4 Design your new factory and transform

Day 5 Perform production in the upgraded factory and measure performance

Cost: by arrangement

Appendix: Concepts (...)

Training on 13 June 2019 in Brussels

Technology Transfer in China (1 day @ ENRICH in China Brussels centre, organisers: SPI, FORTH)

Goal: Providing valuable insights and information about successful technology transfer in China

Content: The ENRICH in China one day workshop in Brussels will focus on the technology transfer landscape in China. Participants will gain knowledge on important elements of internationalising towards China, as well as acquire relevant information on China specific IPR issues in China, which are crucial when doing business in the Chinese market.

Concept: The workshop will take place on 13 June 2019 from 9:15-17:00 CET, in Brussels, Avenue de Tervuren, 168 B-1150. Demonstration of China-relevant technology transfer issues followed by an interactive session with practical examples of successful cases of technology transfer in China.

Cost: €100.00

Appendix: Concepts

Cooperation Enabling Events

ENRICH in China Annual Funding Forum in Brussels on 2 October 2019 (1 day @ ENRICH in China Brussels centre, organisers: ENRICH in China partners)

Goal:

- Gather important European and Chinese Science Technology and Innovation (STI) funders and investors, stakeholders, research managers and administrators, academia and RTOs incl. start-ups
- Present existing Sino-European STI funding opportunities
- Enhance competitiveness of European STI actors

Content:

- Provide valuable insights and information about latest STI developments and funding characteristics in Europe and China
- Support Sino-European STI collaboration and networking

Concept: The one-day forum will take place in Autumn 2019 from 10:00-17:00 CET, in Brussels, Avenue de Tervuren, 168 B-1150. Focus will be on research funding opportunities in Europe and China addressing academia on the one side and businesses on the other side. In parallel sessions in the afternoon experts from Europe and China will raise different important STI related topics and discussions around STI funding and investments, such as IPR issues, tax regulations, administrative requirements, etc.

Cost: €300.00 (€150.00 for ENRICH in China members)



Annual
Funding Forum

Appendix: Internationalisation Matrix

The **ENRICH in China Internationalisation Matrix** is a suitable tool for the ENRICH in China partners, service providers, multipliers and potential clients. It allows for the

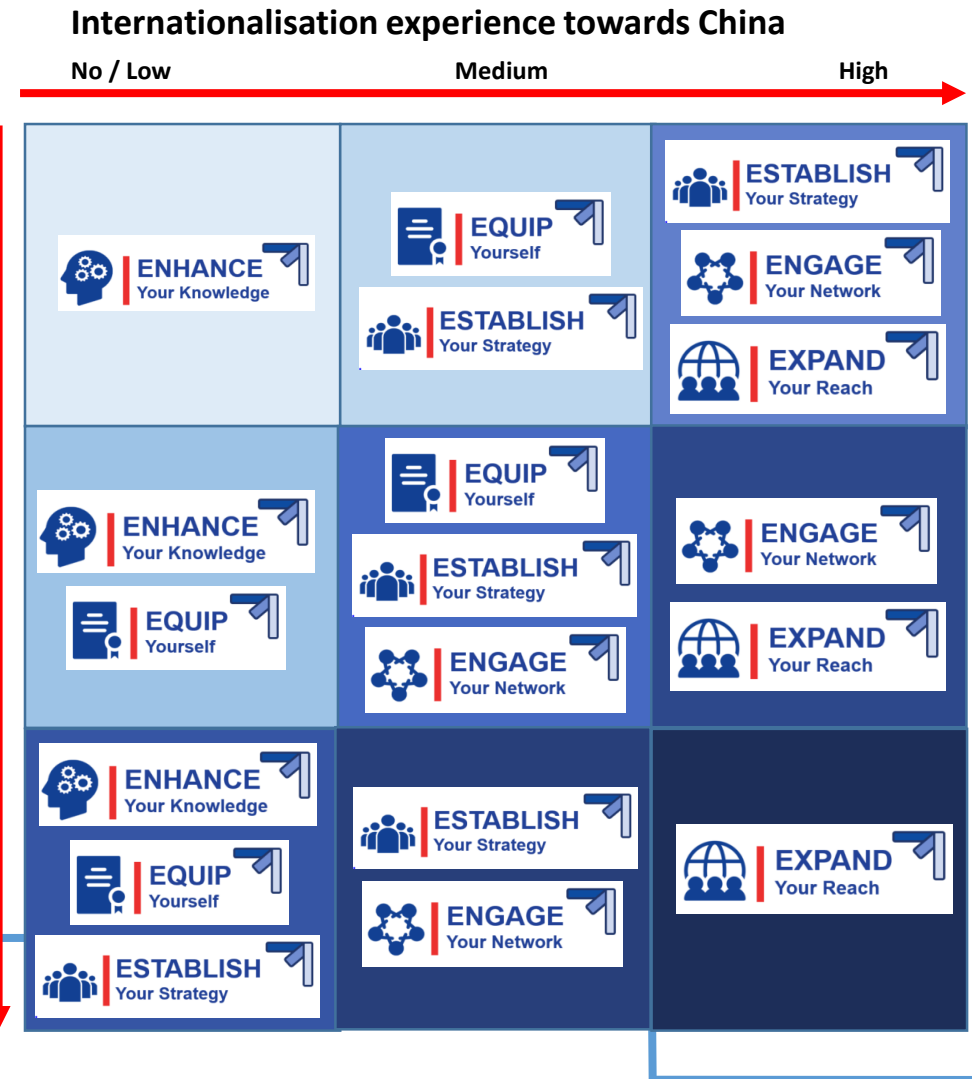
- Identification of potential clients' Internationalisation level
- Identification of suitable ENRICH in China service or service portfolio

Internationalisation Potential (TRL)

TRL 1-3- Researchers and organisations interested in collaboration projects but without a direct product or service to sell

TRL 3-6- Researchers and organisations with a project or concept in development

TRL 6-9- Researchers and organisations with a concept, product or service to be tested or entered into Chinese market



Appendix: Expertise (...)

Partners in Europe

- **SPI, Porto** www.spieurope.eu
Private consulting company in regional, national and international development, innovation and entrepreneurship
- **EBN, Brussels** www.ebn.be
Incubator and business association providing technical support to innovative start-ups, spin-offs, SMEs and entrepreneurs
- **FFG, Vienna** www.ffg.at
Research promotion and funding agency supporting industrial research, development and innovation
- **Fraunhofer IPK, Berlin** www.ipk.fraunhofer.de
Research organization maintaining over 80 research units in Germany operating a representative office in Beijing
- **Innovation Norway, Oslo** www.innovasjon Norge.no
Innovation agency supporting innovation and profitable business development and entrepreneurship
- **PRAXI-FORTH, Athens** www.helpforward.gr
Research and technology organization supporting research collaboration, technology transfer, and internationalisation

- **Steinbeis 2i, Stuttgart** www.steinbeis-Europa.de
Research and technology organization promoting European RTD programs and supporting cross-border technology transfer
- **EUrelations, Zurich** www.eurelations.com
Service company supporting high-tech SMEs, industry, research organisations, and universities in RTD

Partners in China

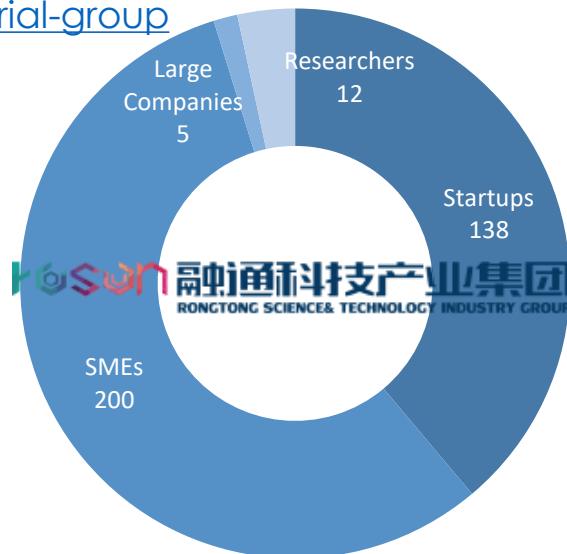
- **CSTEC, Beijing** www.cstec.org.cn
Non-profit consultation organisation offering services to Chinese RTOs, enterprises and researchers in H2020 participation
- **EUPIC, Chengdu** www.eupic.org.cn
Non-profit organization promoting business cooperation, technology transfer and innovation between EU and China
- **TORCH, Beijing** www.chinatorch.gov.cn
High Technology Industry Development Centre and Innovation Fund for technology intensive SMEs
- **Tsinghua University, Tsinghua** www.tsinghua.edu.cn
Research university in humanities and social sciences and think tank managing technical innovation, strategy and STI policy
- **The University of Nottingham, Ningbo** www.nottingham.edu.cn
Sino-UK university promoting scientific and technological innovation

Appendix: Expertise (...)

Soft-Landing Zones

Rongtong Science and Technology Industry Group (since 2009)

Science and Technology Park in Beijing: www.bjrtjt.com
<http://china.enrichcentres.eu/post/rongtong-science-technology-industrial-group>



Main sectors:

`First Medical Valley´ project (with the Capital Medical University in Beijing); Green Economy; Bio Economy; ICT; Advanced Manufacturing;

Offered support:

- ❖ Focus on medical sector
 - ❖ Co-working space
 - ❖ Mentorship
 - ❖ Market research
 - ❖ Marketing channels
 - ❖ Matchmaking with relevant companies, universities, local government and industry associations
 - ❖ Identification of local customer prospects

- ❖ Access to capital and potential funders



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Your Reach



Soft-Landing Zones

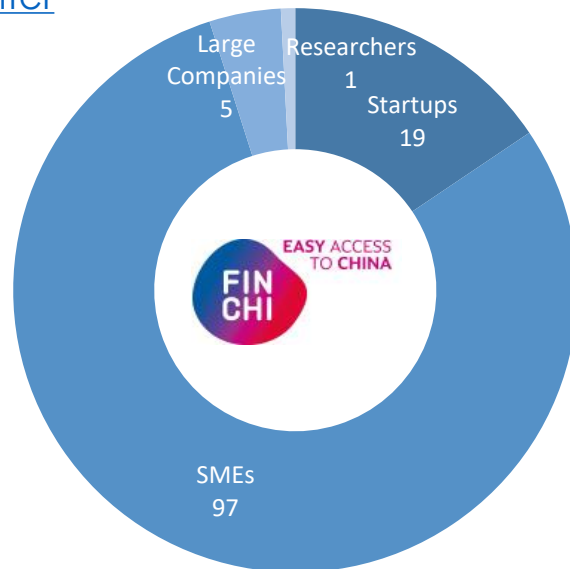
Appendix: Expertise (...)

Soft-Landing Zones

FinChi Innovation Center Co. Ltd (since 2005)

Business incubator in Shanghai: www.finchi.cn

<http://china.enrichcentres.eu/post/shanghai-finland-china-innovation-center>



Main sectors: Green Economy; Bio Economy; ICT; Advanced manufacturing; Mobility; Creative, Cultural & Digital Industries

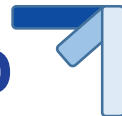
Offered support:

- ❖ Co-working space
- ❖ Mentorship
- ❖ Market research, business plan analyses
- ❖ Market testing (non legal entities)
- ❖ HR services
- ❖ Logistics
- ❖ Identification of local customer prospects
- ❖ Integration guidance

- ❖ Assistance in
 - Immigration and visa issues
 - Import/export laws
 - Government regulations



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Your Reach



Soft-Landing Zones

Appendix: Expertise (...)

Soft-Landing Zones

EU Sino Business Consultancy Company (since)

Regional Development Agency in Suzhou: www.eusinobc.com
<http://china.enrichcentres.eu/post/suzhou-eu-sino-business-consulting-co>



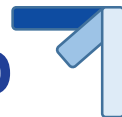
Main sectors: Green Economy, Agriculture, Bio Economy, Advanced Manufacturing

Offered support:

- ❖ Co-working space
- ❖ Mentorship
- ❖ Market research, market entry strategy
- ❖ Delegation visits
- ❖ communication with local government officials and agencies
- ❖ Assistance in
 - Company registration
 - HR and accounting
 - Cultural issues and integration guidance
 - Immigration and visa issues
 - Import/export laws
 - Intellectual property rights (IPR) filings
 - Government regulations
- ❖ Access to capital and potential funders



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Your Reach



Soft-Landing Zones

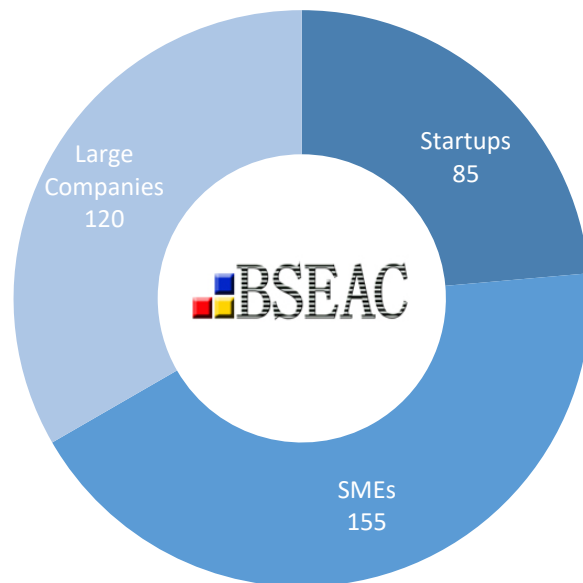
Appendix: Expertise

Soft-Landing Zones

Beijing Software Enterprise Advisory Center (since 1999)

Service company in Shijiazhuang: www.bseac.com

<http://china.enrichcentres.eu/post/beijing-software-enterprise-advisory-center>



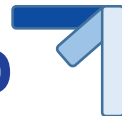
Main sectors: Green Economy, Bio Economy, Advanced manufacturing

Offered support:

- ❖ Co-working space
- ❖ Business consulting, strategic market research
- ❖ Marketing
- ❖ Event management
- ❖ Technology Transfer
- ❖ Assistance in
 - Integration guidance
 - Immigration and visa issues
 - Import/export laws
 - Intellectual property rights/patent
- ❖ Access to capital and potential funders



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Your Reach



Soft-Landing Zones