



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



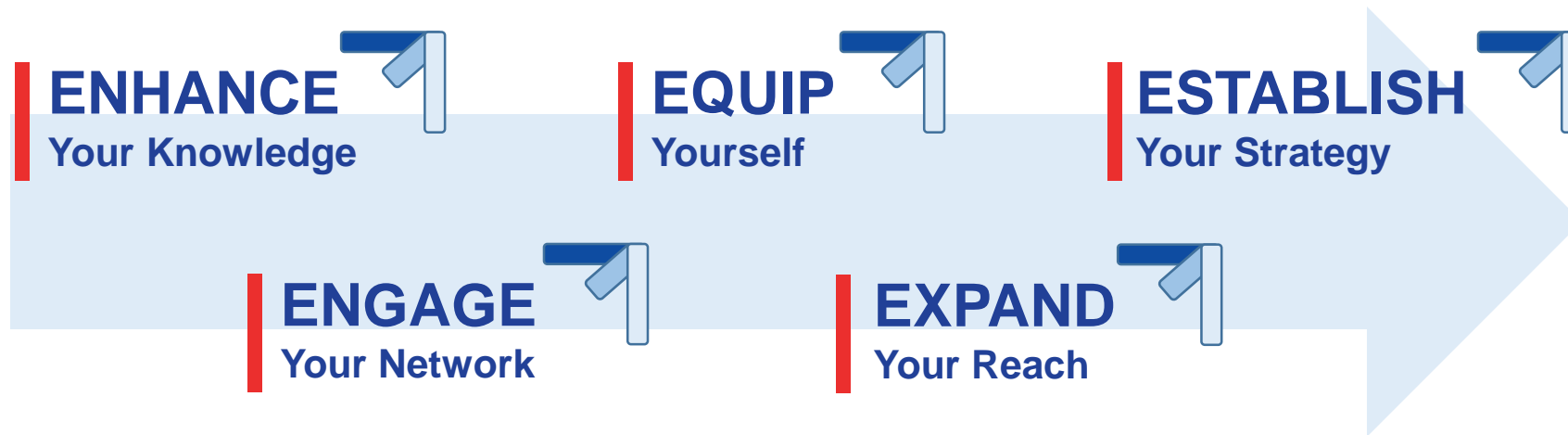
Promote STI cooperation
between Europe and China

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 know-how

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 (...)

Online information sessions

❖ **Webinar** on 20 November 2019 on
**Funding opportunities in China - Case study:
How to access Government Funding in
Shanghai**

This webinar will give insights in government funding for a company which was awarded the "Most Investment Worthy Healthcare Enterprise" in 2016 and 2017 in China!

<http://china.enrichcentres.eu/event/funding-opportunities-in-china-case-study-how-to-access-government-funding-in-shanghai>

**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.**

This webinar will give insights in government funding for a company which was awarded the "Most Investment Worthy Healthcare Enterprise" in 2016 and 2017 in China!

- **10:15 (CET) Opening**

Elli Stepanovic, Senior Project Manager, FFG

- **10:20 (CET) Outcomes from the Annual Funding Forum 2019**

Jessie Zhang, China Expert, EUrelations AG

- **10:30 (CET) Case study: How to access Government Funding in Shanghai**

Li Wang, former CEO MicroPortSorinCRM (Shanghai) Inc.

- **11:00 (CET) Q&A**

Please note that there will be a time difference of (+)7 hours with Shanghai!

Registration is possible under the following link!

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

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 service offer (...)

Cooperation Enabling Events

❖ Annual Funding Forum in Europe

-> Enlarging networks and getting access to funding through valuable contacts

❖ Matchmaking Tours in China

-> Enlarging networks and finding business and technology cooperation partners through valuable events

ENRICH in China Annual Funding Forum 2020

6-7 October 2020 in Budapest, Hungary

ENRICH in China Matchmaking Tour in the Smart City sector

11-15 November 2019
Chengdu and Shenzhen, China

<http://china.enrichcentres.eu/post/enrich-in-china-matchmaking-tour-november-2019>

ENRICH in China service offer (...)

On -site Trainings (Concepts and Costs on pages 13-16)

- ❖ **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



ENRICH in China service offer

Currently, three accredited **Soft-Landing Zones** in China support localization with co-working space, administrative legal and cooperation support (Expertise and Services on pages 19-21)

❖ **Innovation consultancy in Xi'an, Shaanxi province:**

Horsten Xi'an Innovation Services

<http://www.horsteninternational.com/>

❖ **Business incubator in Shanghai:** FinChi Innovation Center Co. Ltd

www.finchi.cn

❖ **Service company in Beijing and Shijiazhuang, Hebei province:** Beijing Software Enterprise Advisory Centre

www.bseac.com

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

*Costs are calculated by arrangement.

SOFT LANDING ZONES



Horsten Xi'an Innovation Services & RocketSpace

[View Soft Landing Zone](#)



Shanghai Finland-China Innovation Center

[View Soft Landing Zone](#)



Beijing Software Enterprise Advisory Center

[View Soft Landing Zone](#)

ENRICH in China visit card

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