



Franziska Bergmann, Eduardo Herrmann

Support instruments and services for European technology-based companies entering the Chinese market

An overview of European and Chinese initiatives – Handbook



DRAGON | STAR





Franziska Bergmann

received her degree Magister Artium (M.A.) in political science, law and economic geography in 2010 from Ludwig-Maximilians-University (Munich, Germany), dedicating her thesis to the internationalisation strategies of European research organisations. She joined Steinbeis-Europa-Zentrum (SEZ) in 2011 and operates as a project manager. She has experience in the coordination of Lifelong Learning projects and continuously supports RTD projects with her expertise in administrative and knowledge management.

Since the beginning of 2013 she is responsible for SEZ's China activities and is engaged in EU projects to support the scientific and technological cooperation between Europe and China.



Eduardo Herrmann

holds a degree in International Relations (UNAM, Mexico) as well as a Master of European Studies (ZEI-University of Bonn, Germany). He is team leader and senior project manager at SEZ. He joined SEZ in 2005 and he is responsible of the thematic “production technologies” and “socio-economic aspects”. He has participated in diverse European funded projects and EU support initiatives in different technological domains acting as coordinator or project partner. His core areas of expertise are: support to

technology transfer between research organisations and SMEs, project and financial management, SMEs' innovation support, draw-up and implementation of IPR and exploitation workshops and strategies, analysis and studies such as benchmarking, technology foresight, roadmapping, and SWOTs. Eduardo Herrmann has contributed to various publications, either as main author or as co-author related to innovation processes in SMEs, roadmapping and international cooperation in S&T between China and the EU.

Franziska Bergmann, Eduardo Herrmann

Support instruments and services for European technology-based companies entering the Chinese market

**An overview of European
and Chinese initiatives – Handbook**

Imprint

© 2015 Steinbeis-Edition

All rights reserved. No part of this book may be reprinted, reproduced, or utilised in any form by any electronic, mechanical, or other means now known or hereafter invented, including photocopying, microfilming, and recording or in any information storage or retrieval system without written permission from the publisher.

Franziska Bergmann, Eduardo Herrmann

Support instruments and services for European technology-based companies
entering the Chinese market

An overview of European and Chinese initiatives – Handbook

1st edition 2015 | Steinbeis-Edition, Stuttgart
ISBN 978-3-95663-027-9

Layout: Steinbeis-Europa-Zentrum Karlsruhe
Cover picture: ©Aleksandar Mijatovic – shutterstock.com
Production: WIRmachenDRUCK GmbH, Backnang

Steinbeis is an international service provider in entrepreneurial knowledge and technology transfer. The Steinbeis Transfer Network is made up of about 1,000 enterprises. Specialized in chosen areas, Steinbeis Enterprises' portfolio of services covers research and development; consulting and expert reports as well as training and employee development for every sector of technology and management. Steinbeis Enterprises are frequently based at research institutions, especially universities, which are constituting the Network's primary sources of expertise. The Steinbeis Network comprises around 6,000 experts committed to practical transfer between academia and industry.

Founded in 1971, the Steinbeis-Stiftung is the umbrella organization of the Steinbeis Transfer Network. It is headquartered in Stuttgart, Germany.

172911-2015-03 | www.steinbeis-edition.de

Content

- Executive Summary 6
- 1. Introduction: About this handbook 7
- 2. Technology and innovation cooperation in China:
Getting prepared for the advantages and challenges 10
 - 2.1 Seizing the potential advantages 10
 - 2.2 General relevant framework conditions 13
 - 2.3 Challenges to be considered 16
- 3. European support instruments and initiatives:
Selected EU and its Member States' case studies 19
 - 3.1 European support instruments and initiatives: Selected case studies 19
 - 3.2 Federal, regional and bilateral instruments and initiatives: Selected case studies 34
- 4. Chinese support instruments and initiatives: Selected case studies 61
 - 4.1 North-eastern China & Beijing 62
 - 4.2 West China 73
 - 4.3 East China 78
 - 4.4 Central China 81
- 5. Conclusion: Analysis and recommendations 86
- References 88

Executive Summary

This handbook presents an overview on selected case studies of business support services for European technology-based companies (TBCs) interested in performing research, technology and development (RTD) activities in China. Its overarching aim is to stimulate and support research and technology cooperation between European and Chinese companies by collating a selection of relevant industrial support instruments and services available for European TBCs offered in China and Europe.

The handbook was developed within the framework of the Dragon-Star project by Steinbeis-Europa-Zentrum (SEZ). The target group of this handbook is European TBCs interested in getting embarked in international collaboration by establishing in China for the purpose of performing RTD activities there.

In the first section, some advantages, the general framework conditions and challenges of a technological cooperation and, eventually, establishing businesses in China are illustrated. The handbook highlights advantages and challenges and delivers some initial advices in order to be prepared for legal issues.

Secondly, an overview of case studies on support initiatives from the European Union, its Member States and last but not least from China is presented. Useful information on services, contact persons, available languages of services and their costs is provided.

In the final section, a set of practical recommendations to European TBCs is summarised: China embraces innovations and is open for them as never before. Nonetheless, RTD and innovation support initiatives and opportunities are always dependent on the current political framework. Indeed, the Chinese government is willing and actively pushing forward moving the country away from the manufacturing stigma towards a high-tech country. This context offers an interesting framework to European TBCs.

At the same time, it is always meaningful to keep a certain dose of prudence among this optimistic scenario. Thus, European TBCs are recommended to contact support service providers –well in advance- for their undertakings in China, to prepare and inform themselves on core issues such as legal formalities and, most importantly, on the subject of intellectual property rights.

In summary, whereas establishing and building up of a successful and sustainable business relationship with Chinese cooperation partners demands a fair amount of patience and time and it entails being confronted to challenges and obstacles, China is yet a highly attractive market for RTD activities.

1. Introduction: About this handbook

The biggest, the largest, the highest... the best for research and technological development? For a good reason the People's Republic of China is ranked in the upper parts of many statistics on economic figures, especially flying high above all other countries in its exports. The country is not only growing in quantities, it has also been increasing its qualities in many areas and sectors. Thus, China does not present itself anymore to us as the country of production and manufacturing. It is slowly shifting towards a location for technological research, development and innovation and pursuing the goal of becoming an innovation-driven nation of by 2020.¹ A motive for European businesses not only to produce, trade and invest, but also to perform research and develop new technologies in China? The answer is: Why not give it a try?

Reasons to do so are ample and the Chinese government is doing its best to provide adequate infrastructure. A growing number of research institutions, technology-based Chinese companies, universities and other often regional or local initiatives have been supporting these efforts especially since the past decade. By now, China offers a fairly considerable amount of high-tech zones, technology parks and joint labs open to international businesses for their own research, technology and development (RTD) activities and collaborations with their Chinese counterparts. Cities and regions have specialised on specific technologies, given the example of the Chinese cities Suzhou and Shenzhen for telecommunication or Chengdu and Changchun for automotive development and production. In such cities, the density of RTD collaboration is therefore much higher than in other cities in China. Last but not least, the Chinese government is committing efforts to generate spill-over effects of such infrastructure to the West and North-West of China, two huge regions which have been rather less interesting for foreign business investments until recently.

Next to such physical infrastructure, support services facilitating the settlement of innovative European companies in China, going far beyond information leaflets and market studies are also offered by now. These services of considerable value especially for companies, which are absolute newcomers to the Chinese market, are not always known to the target group and need more acknowledgement and visibility outside China. The typical obstacles and challenges of a start in China are therefore credited and faced by both national Chinese and European governments and incubators. To attract European and other Western technology-based companies (TBCs)² to take the advantage of implementing their research activities or technological development in China, for many cities and regions so-called "soft landing packages"³ are offered, providing support for the initial phase of stepping into the Chinese RTD and innovation cosmos.

¹ UNESCO (2010): UNESCO Science Report 2010

² Technology-based company (Definition): Refers in this handbook to European companies whose main business idea is based on developing, producing and selling their own technology and technology-related services. Within these companies, the technological research and development of their final products should be implemented by the company itself, at least to such an extent that RTD activities have a certain relevance to further economic decision-making processes (location, etc).

³ These soft-landing packages commonly include the provision of office space, translation and accounting services, establishment of professional contacts and information about local/regional business fairs and exhibitions or brokerage events. More details can be found in chapter 2.1 "Seizing the potential advantages".

The environment needed for TBCs is a fully different one compared to companies, which go to China to “simply” produce or sell their products. TBCs often come to China to further develop their technologies and innovations or to modify them for adaptation to Chinese standards. In these cases, they are more than other companies “forced” to settle short-term or long-term in China or have to work with local Chinese partners on their new technological solutions. Questions on where to find suitable office space, workshops or laboratories or how to both share and protect own intellectual property may arise.

These questions might pose obstacles which in the end could cause European TBCs to an avoidance of China when a company had never before business contacts to China. However, services exist both from European and Chinese sides to enable a relatively smooth start for European TBCs in China.

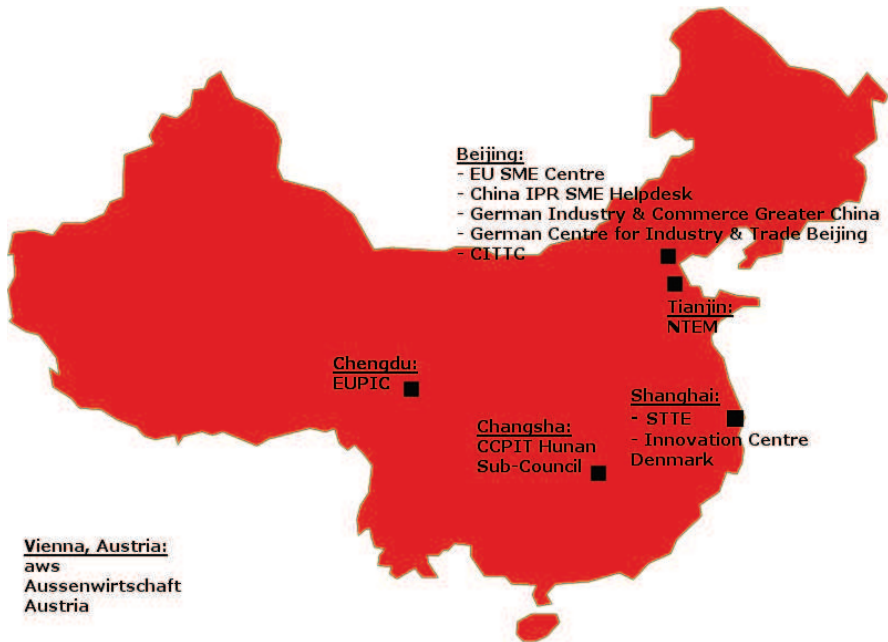
This handbook aims at presenting an overview on selected case studies of business support services for European TBCs interested in performing RTD activities in China. It is non-exhaustive and raises the visibility of such services and supports the international research and technology cooperation between European and Chinese companies. The handbook was created within the framework of Dragon-Star project by Steinbeis-Europa-Zentrum (SEZ). It collates a snapshot of relevant industrial support instruments and services existing in China and beyond available for European TBCs. More specifically, it represents Deliverable 4.4 “Handbook for industrial cooperation” in Dragon-STAR project as part of task 4.3 “Supporting & Highlighting Industrial Cooperation”.

The target group of this handbook are TBCs looking to get active in China and correspond to one or several of the following aspects:

These technology-based companies should:

- Have their own RTD department
- Be active in niche markets
- Look for suitable support instruments and services to facilitate their “entrance” to China
- Have developed innovative technological solutions applicable/marketable in China
- Looking for strategic cooperation partners in China in order to further develop or adapt their innovation, technology or product at stake
- Aim at a sustainable and durable presence in China

In the first section, this handbook will deal with some advantages, the general framework conditions and challenges of a technological collaboration and, eventually, establishing businesses in China. Advantages such as the big market potential, the technological infrastructure and the increasing number of highly qualified Chinese workers will be covered. As the economy in China is still closely linked to governmental and regional laws and control, the main aspects to be considered when choosing to establish a business in China are addressed, as well as some of the obstacles and challenges such as the language barrier and the partly different business culture.



Overview of the presented support service providers

Support services offered through initiatives of the European Union and its Member States are presented in the second section. The main initiatives of the European Union offering such support in China are the Enterprise Europe Network, the China IPR SME Helpdesk and the EU SME Centre. On a national level, many regional and bilateral support and collaboration initiatives towards deepening the research and technological collaboration between European and Chinese institutions have been created. This handbook presents a selection of them.

The third section of the handbook is dedicated to introducing Chinese organisations providing support services for TBCs from Europe. As part of the information contained in this section a short portrait of the Chinese organisations at stake is introduced as well as a detailed description of their main support services offered. By introducing their portfolio of industrial support services available in their regions to European organisations shall raise awareness among potential interested parties, thus increasing the likeliness for them to select one of the presented regions when considering going to China.

2. Technology and innovation cooperation in China: Getting prepared for the advantages and challenges

For European TBCs which have never been involved in business activities with Chinese partners it is important to consider some initial aspects to be prepared for their activities in China. Transferring or expanding RTD activities to China can end in a success, but as many things follow a different path in China, one should be informed and prepared.

2.1 Seizing the potential advantages

China might be a new and huge market for you.

Doing research and innovation activities in China can be one door opener to a new and big market. With a population of 1.35 billion and a steadily growing middle class, China's demand side offers a huge potential for newly developed innovations and products. The GNI per capita (PPP) was ranked at \$8.227 in 2012, demonstrating a growth of about 250% since 2004.⁴ With higher income of the Chinese population, their standards for high-quality products made in China might rise as well. Environmental concerns and a risen awareness on food safety after some scandals in the past years are resulting in a willingness of Chinese citizens to pay more for better quality, safety and sustainability.⁵

On the other hand, the new prosperous Chinese middle and upper class are keen to live and demonstrate their new wealth, making China a big market for high-end consumer goods, consumer electronics and especially cars. It is expected by 2020 that China will become the biggest market for premium cars such as SUVs and limousines.⁶ Current economic numbers of the People's Republic of China prove that more than half of the economic growth since 2011 has been due to consumption, outbalancing the economic growth through investments and demonstrating a consumption-led growth in China.⁷

Nevertheless, the current state of China offers as well a high potential for European TBCs which are not directly involved into the development of consumer goods. The growth and tremendous change of cities is requiring high investments into novel solutions in infrastructure, building and construction. Further other sectors are highly supported through the five-year's plan priorities, in which China intends to play a leading role in the near future. Amongst those, new energies, biotechnology, IT and new (rare) materials can be counted. Therefore for the moment, transferring or expanding some RTD activities to China seems interesting to a broad variety of economic sectors.

⁴ World Bank- World Development Indicators China: <http://data.worldbank.org/country/china> (10.04.2014)

⁵ MEC - Consumption Trends China 2013: http://www.wpp.com/~media/sharedwpp/readingroom/media/mec_cic_media_consumption_trends_china_nov12.pdf (April 2014)

⁶ Sha, Huang & Gabardi (2013): Upward Mobility: The future of China's Premium Car Market

⁷ The Economist: <http://www.economist.com/blogs/freexchange/2012/10/rebalancing-china> (10.04.2014)

Since 2013 export numbers of the Chinese economy have decreased. However, this decrease is desired and intended to be balanced by a stimulation of the country's interior demand.⁸ For European TBCs this means that transferring research and technological development activities to China might be as well a good sign for being present in China and a chance to profit from this evolution.

Offers exist to simplify a start.

As this handbook will present initiatives of support services in its later chapters in more detail, here is to be said that obstacles and challenges for conducting RTD activities in China have been fully acknowledged. Hence, the Chinese government has come up with services to overcome and soften those. For European TBCs there exist offers which simplify a start in China, making it especially easier for those with little or no experience with the Chinese business culture and regulations.

The following so-called "soft landing services" exist for the majority of China's major cities, provinces or high-tech zones:

Provision of office space: Office space and infrastructure is made available for mostly short-term stays. This service often includes furniture and internet access. In some high-tech zones, office space is sometimes even offered free of charge for some initial months to international companies to attract them for a longer settlement.

Translation services: A major challenge is the language barrier that often makes it difficult for Western representatives of a company to organise e.g. paperwork for their research and technological development activities in China. On-site incubators and agencies can organise skilled and qualified interpreters. These are often specialised in translation services for the communication with local governments, functionaries and as well as potential Chinese cooperation partners.

Accounting services: Often, when establishing e.g. a local or branch office in China, European TBCs mainly send their technical staff to the new location to avoid high initial costs for an intervention that might even to be successful. As a low-cost alternative incubators and agencies offer very often accounting services for new establishments. This way, it can be avoided to unnecessarily hire staff, especially if it is not clear yet, how long a company will be even present in China.

Professional and business contacts: Especially in high-tech zones and other technological cluster areas, incubators and agencies have a very strong network and know the companies, technological centres and research institutions of the different sectors in their area. Thus they support foreign companies in finding suitable professional or business contacts and bring them together, as they know whom to match or not.

⁸ China Spectator: <http://www.businessspectator.com.au/news/2014/3/10/china/chinas-consumption-paradox> (10.04.2014)

Information about suitable match-making events and business cooperation fairs: Building up a new network in a country with a different work culture is not easy, especially if someone does not speak their language. For that reason, finding out about adequate networking opportunities is of high value. Chinese business incubators and agencies often have an overview of match-making events and business cooperation fairs. They cannot just simply inform you about such, they can even arrange meetings with potential cooperation partners.

Research and development infrastructure and the education level are increasing in China.

As China aims at becoming an innovation-driven country by 2020, the government has initiated pathways that should help the country to fulfil this goal. The Chinese government has approved the *Outline of the Medium- and Long-Term Plan for National Science and Technology Development (2006-2020)* – MLP –, which has resulted in a new strategy on capacity-building for innovation.⁹ In terms of the RTD infrastructure, the UNESCO Science Report of 2010 states that the Chinese government has invested into the research and development infrastructure by providing suitable equipment and new forms of collaboration platforms. It has created infrastructure which favours cooperation between research laboratories and enterprises at different developmental stages of technologies, offering a prosperous environment for innovation.¹⁰

Complementing the growth of RTD infrastructure and the rise of indigenous innovations¹¹, local and national governments are investing into the modernisation of the education system in China, which has led to more well-qualified staff and a growing number of them being capable of speaking English and other foreign languages. In the past decade, the numbers of Chinese citizens successfully pursuing a university degree have increased by at least six times. As for 2009, about 1.4 million Chinese have been enrolled into a Master's degree course and the number is expected to reach 2 million in 2020.¹² Lately, new reforms of the higher education system in China facilitated the access to universities even more. Additionally, a tendency can be seen that for more and more people in China it is prestigious to send their children abroad for their higher education.¹³ Various language school, mostly located in big cities, support the level of English proficiency in China.¹⁴

Furthermore, another outcome to the *Outline of the Medium- and Long-Term Plan for National Science and Technology Development*, is the goal to re-attract high-qualified Chinese staff in research living and working abroad. To fight against Chinese "brain-drain", to avoid long-term absences of high-qualified Chinese experts abroad and to attract them to go back to China, one of the pillars of the plan is to make Chinese companies restructure their staff's income distribution and incentive system.¹⁵ For European TBCs this might offer further advantages since it will be easier to find local qualified staff or cooperation partners, making it even more attractive to go to China.

⁹ UNESCO (2010): UNESCO Science Report 2010

¹⁰ UNESCO (2010): UNESCO Science Report 2010

¹¹ Indigenous innovation policies aim at the promotion of developing and commercialise national ideas and RTD: <http://www.chinabusinessreview.com/domestic-innovation-and-government-procurement-policies/> (12.04.2014)

¹² KPMG – Education in China <http://www.kpmg.de/docs/Education-in-China-201011.pdf> (11.04.2014)

¹³ Wikipedia: http://en.wikipedia.org/wiki/Education_in_China#Educational_investment (11.04.2014)

¹⁴ KPMG – Education in China: <http://www.kpmg.de/docs/Education-in-China-201011.pdf> (11.04.2014)

¹⁵ UNESCO (2010): UNESCO Science Report 2010

2.2 General relevant framework conditions

For TBCs from Europe there are different reasons to go to China for implementing research activities and technological development. It might be necessary to do so to later sell their technology or innovation, as it will need modification to different Chinese standards and norms. For others, opening a lab or workshop in China is a chance to get access to unique raw materials or optimised infrastructure. And some companies choose to go to China as they need specific or distinct know-how for the progress of their work.

No matter for which of these options a company goes to China, preparatory actions should definitely include making oneself aware of laws, government guidelines, regulations and trends. The following part provides an overview on some main items to consider beforehand.

Five-year plans

China's twelfth five-year plan (2011-2015) sets a high priority on progress in science and technology as well as innovation. Herein, priorities are set in the fields of new energies, energy conservation and environmental protection, biotechnology, new materials, IT, high-end equipment manufacturing and clean and vehicles.¹⁶ The current five-year plan also includes a major strategic change in the economic development in China, as it defines a consolidation and slow-down in exports (target number 7%) and a focus on interior growth of demand and consumption.

Over all, the twelfth five-year plan, especially considered in conjunction with the Innovation-driven Development Strategy from 2012, radiates promising signals towards a promotion and governmental support for innovative economic players in China and beyond. It paves the way for a new wave of innovative and TBCs coming to China, specialised in the thematic priorities of the five-year plan. Foreign companies with the intention to be part of the science and technology scene in China can expect to benefit of better opportunities for their involvement. The plan might also be a signal for a coming simplification of regulations for foreign companies in China.

Be aware of legal regulations

Local regulations and the implementation of laws often matter more than the national law itself. Therefore, when considering the transfer of research activities and technological development certain considerations on the suitable location in China should be done. Often, national laws are implemented differently depending on the province or region. Beyond that, laws on business can change quickly.¹⁷ Therefore, it is recommended before deciding on where to go in China to also get informed on the legal regulations for opening an office or establishing research cooperation in the favoured region. Furthermore, collaboration with a local Chinese lawyer who is very familiar to the given conditions especially for foreign businesses is highly recommended.

¹⁶ KPMG Advisory China (2011): China's 12th Five-Year Plan: Overview

¹⁷ Chao, Stanley (2012): Selling to China

Due to the particularities political system in China there are industries, which are government-controlled, such as financial and public services, automobile and transportation, and mining¹⁸ as well as aviation, the medical industry, biotech, oil and gas.¹⁹ In these industries, the majority of companies are state-run and it is not possible for foreign companies to enter one of these markets as a private foreign entity. To position oneself in China in these sectors, it is necessary in most of the cases to form a Joint Venture (JV) with a Chinese State-run company active in the same field.

Furthermore, depending on the intention of the activities performed in China, it should also be taken into account which legal formalities have to be followed. Registering an office or the legal enforcement of contracts might take much longer than expected. It is also important to be aware of the costs of such formalities. Moreover, the legal framework when employing staff according to Chinese working law needs to be obeyed.²⁰

Types of legal foreign entities in China

For European TBCs intending to actively enter the Chinese RTD market, the following entity types to legally operate in China can be considered:

Participation in a Joint Research Structure of a Joint Lab: Considering the legal framework, one of the easiest ways to be active in a research and technological environment in China are Joint Research Structures and Joint Labs. Joint Labs are bilateral RTD initiatives created by at least one Chinese and one foreign research partner to jointly develop new technologies or investigate on a research topic. If they are founded on Chinese ground, they can benefit from national and local tax policies, as they are, in many cases, considered to be private non-enterprises units.

Joint research structures are a good opportunity for mid-term commitment in China and to get familiar with Chinese counterparts as well as the RTD culture in China. It is furthermore a good way of slowly establishing a further network of Chinese collaboration partners, manufacturers and distributors.²¹

Wholly foreign-owned enterprise (WFOEs): WFOEs act independently in China from their foreign parent company and are registered in China as foreign enterprises, which are allowed to hire staff and have to pay taxes. WFOEs have to follow the Chinese business laws and regulations but are not allowed to get involved in government-controlled industries. Founding a WFOE is usually accompanied with a lot of paperwork.²² A reason for European TBCs to establish a WFOE would be the case if an operational stay is planned mid-term to long-term, next to RTD activities it is intended to further manufacture and sell products, and China is planned to be a new essential future market to the company.

¹⁸ Wang, Kun. Xiao, Xing (2009): Ultimate Government Control Structures and Firm Value: Evidence from Chinese Listed Companies.

¹⁹ Chao, Stanley (2012): Selling to China

²⁰ An overview of initial information on contract enforcement, employing staff, paying taxes and getting credits can be found in the World Bank's annual "Doing Business" documentation: World Bank. 2013. *Doing Business 2014: Understanding Regulations for Small and Medium-Size Enterprises*.

²¹ A good overview on the establishment of Joint Research Structures can be found in the joint handbook of the EUSME Centre, euraxess and the China IPR SME Helpdesk: *How to establish a Europe-China Joint Research Structure?* November 2013. Available online: http://ec.europa.eu/euraxess/index.cfm/links/joint_research_structures/china

²² Chao, Stanley (2012): Selling to China

Joint Venture (JV): Joint Ventures have to be created between a foreign and a Chinese company in order to operate as an own Chinese legal entity in China, following the Chinese business law. Joint Ventures are a must for government-controlled sectors. Although forming a JV may mean to not have the full influence on the company and to share know-how, there is often no other option to be active in these sectors in China. On the contrary to some sectors which are not government-controlled, more control means more supervision and hence a guarantee for more quality, which can be crucial and of advantage for sectors such as the medical industry.²³

Foreign-invested Partnership Enterprise (FIPE): 10% of all foreign enterprises are FIPEs, the latest form of enterprise and cooperation model introduced by the Chinese government in 2010. It allows one foreign and one Chinese investor to invest in same shares into the FIPE and as well share gained profits and be similarly liable for financial outcomes and debts. An alternative form is a FIPE with one “limited” partner, giving him limited influence in the daily tasks and management but again also liability in case of debts. FIPEs have the advantage to offer a high flexibility in their internal structures. Furthermore, foreign partners in FIPEs do *currently* not fall under the Chinese income tax regulations, which is the case for other enterprises. They need to be registered in China before operation.²⁴

Representative Office: A representative office established in China is legally considered a permanent representation of a foreign company and fully dependent on the activities of the foreign company. It is not allowed to financially operate in China, e.g. issue invoices to customers. Establishing a representative office in China can be useful to build up contact and be simply present as a contact point for local actors. For European TBCs intending to go to China for the performance in research activities or technological development, establishing a representative office will most likely not be the first option, as key business operations are not allowed to be performed. Yet a reason to do so is to initialise first contacts to locals or to become known in a region before fully settling with an operative business.

²³ Chao, Stanley (2012): Selling to China

²⁴ China Business review: [http://www.chinabusinessreview.com/introducing-the-foreign-invested-partnership/\(10.04.2014\)](http://www.chinabusinessreview.com/introducing-the-foreign-invested-partnership/(10.04.2014))

2.3 Challenges to be considered

Market Access

In many cases the performance of research and developmental activities in China is done with the intention to sell the new developments on the Chinese market. As for now, market access for foreign companies in China is often not that easily provided. As mentioned in the previous section, depending on the company's own strategy it should be carefully considered what type of legal organisation one should choose. This again depends on the final intentions of what to do in China, may it only be RTD activities or more beyond that.

In case a company intends to go to China for research activities and technological development, it should be aware that under certain conditions, know-how and intellectual property have to be shared. You might consider the situation that when shipping highly sensitive equipment to China customs might want you to provide them detailed information in customs declarations about the goods imported.

The establishment of a joint venture is also seen by many as a challenging situation when it comes to the protection of intellectual property. As mentioned before, in some branches it is required to form a joint venture when you intend to be active on the Chinese market. Joint ventures mean to share parts of your know-how with a local Chinese company. For a successful joint venture, it can therefore be helpful to carefully choose your partner and to decide in advance what or how much of your know-how has to be shared, especially when your know-how is highly sensible or unique.

Foreign TBCs which are interested into financial support of their research activities by Chinese funds often can only profit of them if they are applying jointly with a Chinese partner. Some companies are deterred from applying to Chinese research funds due to this situation. Consequently, it should also be kept in mind that the intellectual property developed in a joint research project might be claimed by both parties.

Another challenge of accessing the Chinese market - and a reason to relocate RTD activities to China - are deviating standards of internationally acknowledged norms. Customisation according to sometimes different Chinese norms is needed depending on the technology.²⁵ However, within China's intentions to open further up its economy and create opportunities for foreign investment, current developments prove efforts towards more transparency on Chinese norms. Foreign companies can by now have access to a variety of Chinese norms, sorted via sector and product groups.²⁶ Furthermore, China is also highly engaged in adapting its own to international standards.

IP Protection

When European TBCs consider going to China, a typical doubt expressed is the protection of their own intellectual property. The best way of doing so very much depends on the intentions of

²⁵ Bagnasco, Arch. Massimo (2013): 1st EU-China Innovation Cooperation Dialogue (Presentation of the Chairman of the EUCCC Construction Sector, held in November 2013).

²⁶ CEN-CENELEC offers a platform with Chinese standards:
www.cencenelec.eu/intcoop/projects/visibility/CESIP/Pages/default.aspx

a company. Measures to be taken, or strategies to be implemented depend on individual circumstances. It can be recommendable to approach this issue well in advance before going to China. Questions to be raised and clarified include:

- What is my intellectual property?
- Do I have to protect or register my know-how, product or technology in China before disclosing any information?
- What is my know-how I need to share?
- Do I need to share a technology?
- How unique is my intellectual property and is it already protected in Europe?
- Do I need to send or ship technologies to China?
- Could I work with an older version or parts of my technology in China?
- Will I work on my own or start some cooperation?

Some recommendations:

- Inform yourself about the latest Chinese regulations on intellectual property rights
- It can be useful to define the use and extend of the shared intellectual property in a contract
- Think about using older versions of your technology
- Clearly limit the shared intellectual property to a minimum
- Define with your collaborators how the shared technology or know-how is used after the cooperation
- Define how jointly acquired know-how will be exploited by each partner
- Cooperate with a local Chinese lawyer
- Translate contracts into Chinese and use the Chinese contract version as the official one, as any potential law suits will be held there

In case of any doubts on legal questions, it is highly advisable to consult local service providers with expertise in legal structures and IPR matters.

Cultural differences

There is still a language barrier between Chinese and Westerners, assuming that most Westerners mainly speak their own native language and additionally English, and on the other hand Chinese, of whom not many might speak another language besides Chinese. Although especially within the young generation more and more Chinese are capable of reading and writing English, it is still very likely to meet potential collaboration partners with limited listening and speaking English capacities. Vice versa, many Europeans do neither read, write or speak Chinese.

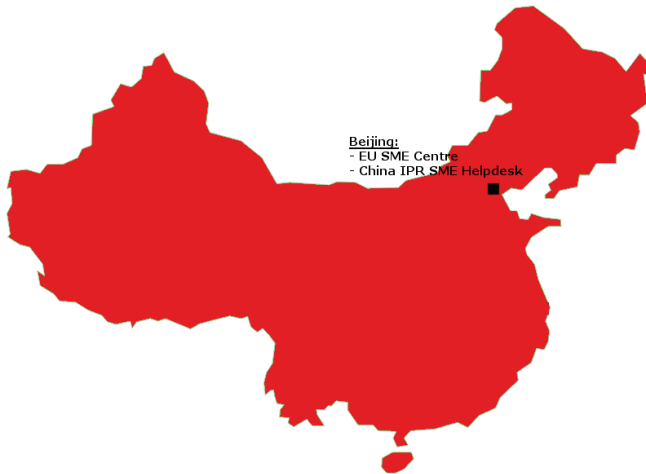
To avoid misunderstandings in essential topics, it should be considered to either hire a person with both Chinese speaking-skills and the suitable educational and technological background or the select a qualified interpreter, who knows your subject well enough to guide you as well through the most possible types of negotiations.

The working cultures often differ between European and Chinese companies. One example is the procedure of decision-making processes. Typically, in Chinese companies decision-making processes are structured very hierarchically, which results in the fact that only the top-level management is allowed to take all main decisions. On the opposite, in European companies often the hierarchies in decision-making processes are rather low, giving e.g. the mid-level managers a lot of room for decisions and planning in their area of responsibility. In the end, it might lead to a slow-down of the decision process if both parties have different decision-making power. Hence, it is recommended to inform oneself on the frame of responsibilities of the contact person of the other party.

It is always good to keep some flexibility in your room of manoeuvre. When you are in the situation to have to negotiate, always leave some room for later adjusting of agreements and contracts. Compared to the Western business culture, contracts in China are nothing unchangeable and static for many years. In case the circumstances of an agreement change and the written conditions cannot be kept, Chinese are more willing to adapt a contract and re-set it with new conditions, which are more realistic to fulfil within the new circumstances.

3. European support instruments and initiatives: Selected EU and its Member States' case studies

3.1 European support instruments and initiatives: Selected case studies



European support service initiatives


In this first part, two support initiatives created and funded by the European Union will be presented exemplarily:


- EU SME Centre
- China IPR SME Helpdesk


Both initiatives are located in Beijing, China and serve as contact service points for small and medium-sized enterprises (SME) located in the European Union. They are both dedicated to the special needs of European SMEs when entering the Chinese market and initiating RTD activities. Not only can they be contacted by European TBCs already active in China but also by those which are still operating in Europe and would simply like to inform themselves about important issues related to a start in China.


In the first table, some overall information of each organisation will be presented. This information provides contact details, a list of services for European TBCs and the languages spoken in the specific organisation. The following tables aim at presenting each of the services in more detail. Also the contact persons and the languages in which each service is available will be supplied.


EU SME Centre 		Location: Beijing, People's Republic of China
Support Services The EU SME Centre is a European Union funded initiative helping SMEs get ready to do business in China. Located in Beijing, the Centre provides practical information, confidential advice, and training in the areas of business development, legal issues, standards and HR to facilitate market access for European SMEs. The Centre also acts as a platform to facilitate coordination amongst Member State and European public and private sector service providers to SMEs. The free services of the Centre include: <ul style="list-style-type: none"> - Ask-the-Expert Service - One-to-One Consultations - Knowledge Centre - Seminars and Trainings - Webinars - Databases - Hot-Desking 		Organisation Type: Project funded by the European Union
Contact Details: Address: Room 910, Beijing Sunflower Tower No. 37 Maizidian West Street Chaoyang District, Beijing 100125 People's Republic of China Tel: +86 (10) 8527 5300 Fax: +86 (10) 8527 5093 Website: www.eusmecentre.org		Contact Person(s): Chris Cheung Tel: +86 (10) 8527 5300 Fax: +86 (10) 8527 5093
		Working Language(s): English


Support Service		Ask-the-Expert Service	
Description	<p>Post your business enquiries related to China directly to the EU SME Centre's experts by phone or e-mail and receive an answer within seven working days.</p> <p>To get in contact with the experts, visit: www.eusmecentre.org.cn/expert</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
My advantages	<p>Receive bespoke advice from Centre experts in business development, market access, standards and legal matters. Enquiries answered within seven working days.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English 	
How much does it cost me:		Contact:	
<p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>	

Support Service		One-to-One Consultations	
Description	<p>One-on-one consultations with the Centre's experts are available at our offices in Beijing, offering a chance to discuss specific issues in more detail.</p> <p>To book your One-to-One Consultation, visit: http://www.eusmecentre.org.cn/consultation</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
My advantages	<p>People can book a free and practical 30-40 minutes consultation with EU SME Centre expert on one of the sectors; business development, legal, standards and human resources for the China market.</p> <p>Enable you to ask more in depth advice with Centre experts in our offices in Beijing.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English 	
<p>How much does it cost me:</p> <p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Contact:</p> <p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>	

Support Service		Knowledge Centre	
Description	<p>A large number of concise sector reports, practical guidelines and real life case studies are available to download free of charge from the Centre's website.</p> <p>Find the Knowledge Centre at: www.eusmecentre.org.cn/knowledge-centre</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
	My advantages		
How much does it cost me:		Contact:	
<p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>	


Support Service		Seminars and Trainings	
Description	<p>The Centre offers business trainings and train-the-trainer sessions on all aspects of market entry to individual SMEs and intermediaries in the European Union and China. Throughout the year, the Centre also organises workshops, seminars and conferences on relevant topics for SMEs in Europe and China, often in cooperation with one or more partners.</p> <p>See our events calendar at: www.eusmecentre.org.cn/calendar</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
My advantages	<p>To help European SMEs considering entering the Chinese market to make an informed decision. Also for European SMEs already established in China to access up to date market insight, information on business development, legal, standards and human resources. Delivered by China experts.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English 	
<p>How much does it cost me:</p> <p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Contact:</p> <p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>	


Support Service		Webinars	
Description	Weekly webinars presented by in-house and external business experts offer SMEs the chance to access the Centre's expertise from their own offices, no matter where they are. See upcoming webinars here: www.eusmecentre.org.cn/calendar?evtype=TYPE_WEBINAR	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
	My advantages		
How much does it cost me: Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.		Contact: Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn	


Support Service		Database	
Description	<p>The Centre's website includes searchable directories on the most important trade shows and useful service providers in China, freely accessible for registered users. A legal database is also available, providing newcomers to China with a first overview of the most important laws relevant to doing business in the country.</p> <p>Find trade shows in our calendar here: www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL</p> <p>The service providers database is available here: http://www.eusmecentre.org.cn/service-providers</p> <p>Get an overview of China's legal framework here: http://www.eusmecentre.org.cn/content/law-database</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations 	
My advantages	<p>For European SMEs considering entering China market or those who have established in China have the full access to EU SME Centre service provider database, exhibition database and law database to keep European SME business organized and resourceful.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English 	
<p>How much does it cost me:</p> <p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Contact:</p> <p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>	


Description	<p>Free, temporary office space</p> <p>To book a desk, click here: www.eusmecentre.org.cn/hot-desking</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ European small and medium-sized enterprises ✓ European intermediary organisations
My advantages	<p>Use of meeting rooms and office infrastructure, are available for European SMEs directly at the Centre's offices located in central Beijing.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English
<p>How much does it cost me:</p> <p>Basic service is free of charge to EU SMEs and intermediaries. Depending on requirements fees might be imposed.</p>		<p>Contact:</p> <p>Tel: +86 (10) 8527 5300 E-Mail: info@eusmecentre.org.cn</p>


<p>China IPR SME Helpdesk</p> 		<p>Location:</p> <p>Beijing, People's Republic of China</p> <p>Organisation Type:</p> <p>EU-funded business support</p>
<p>Support Services</p>	<p>The China IPR SME Helpdesk provides free information and services in the form of jargon-free first-line confidential advice on intellectual property and related issues, plus training and online resources. The Helpdesk raises awareness about IPR matters in China affecting European SMEs, and helps them make informed IPR decisions.</p> <ul style="list-style-type: none"> - Helpdesk enquiry service - Confidential advice: SMEs can submit IPR enquiries directly to the Helpdesk via phone, e-mail or in person to receive free and confidential first-line advice. - IPR materials - Industry and business-focused guides and training materials address China IPR issues by IP topic, business focus and industry. - Online services - The multi-lingual online portal provides easy access for all EU SMEs to Helpdesk information and services, including Helpdesk guides, E-learning modules, event information, and webinar recordings. - Self-help business tools - Helpdesk business tools include E-learning modules, and a serious game. By using these tools SMEs will allow you to increase their knowledge and awareness about managing intellectual property in and related to China. - Training - Arranging webinars and training events in both Europe and China on China IPR protection and enforcement. 	
<p>Contact Details:</p> <p>Address: Room 900, Beijing Sunflower Tower No. 37 Maizidian Street Chaoyang District, Beijing 100125 People's Republic of China</p> <p>Tel: +86 (0) 10 8527 6922 E-mail: question@china-iprhelpdesk.eu</p> <p>Website: www.china-iprhelpdesk.eu Blog: www.youripinsider.eu</p>		<p>Contact Person(s):</p> <p>Naomi Saunders Project Manager</p>
		<p>Working Language(s):</p> <p>English, French, German, Polish, Spanish, Chinese</p>

Support Service		Helpdesk inquiry service	CHINA IPR  SME HELPDESK
Description	Confidential advice: SMEs can submit IPR enquiries directly to the Helpdesk via phone, e-mail or in person to receive free and confidential first-line advice.	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ WOFIE ✓ China representative offices ✓ EU companies doing business with China 	
My advantages	You can receive free confidential first-line advice provided by experienced China IP Experts.	Language(s): <ul style="list-style-type: none"> ✓ English ✓ Chinese 	
How much does it cost me:		Contact:	
Free for European SMEs and SME intermediaries		E-Mail: question@china-iprhelpdesk.eu	

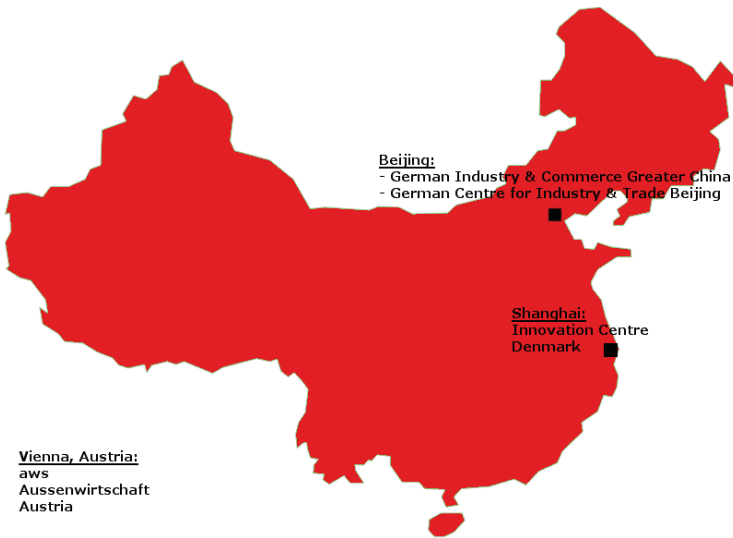
Support Service		IPR Materials	CHINA IPR  SME HELPDESK
Description	Industry and business-focused guides and training materials address China IPR issues by IP topic, business focus and Industry.	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ WOFIE ✓ China representative offices ✓ EU companies doing business with China 	
My advantages	Helpdesk Publications provide a range of expert-written guides, factsheets and presentations that assist SMEs in understanding the IPR landscape in China.	Language(s): <ul style="list-style-type: none"> ✓ English ✓ French ✓ German ✓ Polish ✓ Spanish ✓ Chinese 	
How much does it cost me: Free for European SMEs and SME intermediaries		Contact: E-Mail: question@china-iprhelpdesk.eu	

Support Service		Online services	CHINA IPR  SME HELPDESK
Description	The multi-lingual online portal provides easy access for all EU SMEs to Helpdesk information and services, including Helpdesk guides, E-learning modules, event information, and webinar recordings.	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ WOFIE ✓ China representative offices ✓ EU companies doing business with China 	
My advantages	The Helpdesk online portal provides easy access to: <ul style="list-style-type: none"> - All Helpdesk publications and IP guides - IPR webinar recordings - An extensive IPR case study catalogue - E-learning modules - Helpdesk TV - The Helpdesk enquiry helpline - Weblog “Your IP Insider” - Helpdesk newsletters 	Language(s): <ul style="list-style-type: none"> ✓ English ✓ French ✓ German ✓ Polish ✓ Spanish ✓ Chinese 	
How much does it cost me:		Contact:	
Free for European SMEs and SME intermediaries		E-Mail: question@china-iprhelpdesk.eu	

Support Service		Self-help business tools	CHINA IPR  SME HELPDESK
Description	Helpdesk business tools include e-learning modules, videos and a serious game. By using these tools SMEs will allow you to increase their knowledge and awareness about managing intellectual property in and related to China.	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ WOFIE ✓ China representative offices ✓ EU companies doing business with China 	
My advantages	By using the Helpdesk's business tools, European SMEs can increase their IP knowledge in an interactive way.	Language(s): <ul style="list-style-type: none"> ✓ English ✓ French ✓ German ✓ Polish ✓ Spanish ✓ Chinese 	
How much does it cost me:		Contact:	
Free for European SMEs and SME intermediaries		E-Mail: question@china-iprhelpdesk.eu	

Support Service		Training	CHINA IPR  SME HELPDESK
Description	Arranging webinars and training events in both Europe and China on China IPR protection and enforcement	Suitable for:	<ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ WOFIE ✓ China representative offices ✓ EU companies doing business with China
My advantages	By attending Helpdesk training events, EU SMEs will learn about various aspects of IPR protection in China. All Helpdesk events are tailored to the needs of the local audience with regards to language, topic and format. Trainings can be tailored to fit a specific industry.	Language(s):	<ul style="list-style-type: none"> ✓ English ✓ French ✓ German ✓ Polish ✓ Spanish ✓ Chinese
How much does it cost me:		Contact:	
Free for European SMEs and SME intermediaries		Kinga Katus Europe Judith van de Bovenkamp China E-Mail: question@china-iprhelpdesk.eu	

3.2 Federal, regional and bilateral instruments and initiatives: Selected case studies



Federal, regional and bilateral instruments and support service initiatives




This sub-chapter presents a snapshot of support initiatives from European Member States:




- Aussenwirtschaft Austria
- German Industry & Commerce Greater China (Beijing)
- Innovation Centre Denmark
- German Centre for Industry & Trade Beijing
- Austria Wirtschaftsservice (aws)

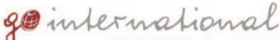


Among many other existing initiatives, they are presented as support models demonstrating the large variety of activities and the “local” awareness of challenges when going to China. Initiatives on a federal or lower level often have the advantage that the staff speaks the same community language as staff of TBCs looking for support. In most cases, the services are only available for TBCs of the same country as of the initiative.

In the first table, some overall information of each organisation will be presented. This information provides contact details, a list of services for European TBCs and the languages spoken in the specific organisation. The following tables aim at presenting each of the services in more detail. Also the contact persons and the languages in which each service is available will be supplied.




<p>Austrian Federal Economic Chamber (WKÖ)</p> <p>Trade Promotion Organization:</p> <p>AUSSENWIRTSCHAFT AUSTRIA / Advantage Austria</p> 	<p>Location:</p> <p>Headquarter of ADVANTAGE AUSTRIA: Vienna</p> <p>A network of more than 110 offices (“AussenwirtschaftsCenter”) in over 70 countries. Offices in China are located in Beijing, Guangzhou, Hong Kong, Shanghai, Shenyang, Chengdu, Xian.</p> <p>Organisation Type:</p> <p>Federal Economic Chamber</p>
<p>Support Services</p>	<p>The go-international initiative, established by the Austrian Federal Ministry of Economy and the Austrian Federal Economic Chamber, encourages Austrian companies to step across the border by offering advisory services, events and support, as well as making it easier for existing exporters to enter additional foreign markets, such as China. For Austrian TBCs interested in doing business with or in China, the following services and financial support tools are offered by the go-international initiative:</p> <ul style="list-style-type: none"> - Market investigation trips and exploration of future markets in high-tech areas - “Export Checks” for technological products (grants) - Participation in scientific forums - Tech-Approach – access to databases and identification of and cooperation with high-tech centers - Tech-Network – establishing strategic international connections
<p>Contact Details:</p> <p>Address: AUSSENWIRTSCHAFT AUSTRIA Internationalisierungsoffensive Infodrehscheibe</p> <p>Tel: +43 (0) 590 900 6100 Website: www.go-international.at E-Mail: go-international@wko.at</p>	<p>Contact:</p> <p>Mag. Rudolf Obereder Veronika Auer</p>
	<p>Working Language(s):</p> <p>German, English, 简体中文</p>

Support Service		Market investigation trips and exploration of future markets in high-tech areas	  
Description	<p>Austrian TBCs investigate the Chinese market and explore on-site the state of technology development and innovation.</p> <p><u>Supported activities:</u></p> <ul style="list-style-type: none"> - Educational events with experts and visits of research centres - Participation in congresses or trade fairs where first contact can be made with researchers and TBCs for potential future collaboration. - Exploratory trips to gain first insights into the Chinese market <p><u>Support in China:</u> Staff of all ADVANTAGE AUSTRIA “Außenwirtschafts-Center” in China are ready to support companies on-site with their local expertise.</p>		<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ Match-making
My advantages	<p>Entrepreneurial thinking and creative approaches are essential for Austrian companies to succeed internationally. ADVANTAGE AUSTRIA offers a tailor-made package for companies that contains information and intelligence on the Chinese market, and offers exploratory trips to research and innovation centres in China to fully realize the Chinese market potential.</p>		<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English ✓ German ✓ 简体中文
How much does it cost me:		Contact:	
<p>Participation fees usually range between EUR 250–500. Travel and accommodation costs are borne by the participant.</p>		<p>Mag. Gregor Postl</p> <p>AUSSENWIRTSCHAFT AUSTRIA Int. Technologiekoooperation Tel: +43 (0) 5 90 900 5129 Fax: +43 (0) 5 90 900 11 5129 E-Mail: aussenwirtschaft@wko.at</p>	

Support Service		"Export Checks" for technological products	  
Description	<p>Monetary support scheme for companies to help promote their technologies and product innovations in China.</p> <ul style="list-style-type: none"> - Includes reimbursement for travel expenses and marketing costs to find distributors for a product. - Aimed at companies that hold patents, or have received R&D grants, or have been awarded for their R&D activities, or have received venture capital investment for their product or service. - Includes a "mentor" in China who is a staff member of one of the ADVANTAGE AUSTRIA "AußenwirtschaftsCenter" in China - Free online promotion of the company and its offered product and/or service at www.advantageaustria.org <p><u>Support in China:</u> Staff of all ADVANTAGE AUSTRIA "Außenwirtschafts-Center" in China are ready to support companies on-site with their local expertise.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ Incubator 	
My advantages	<p>Export Checks are a direct co-financing tool. Austrian TBCs can use the export checks for innovative technology which is new to the Chinese market. Up to 50 % of market entry costs can be reimbursed, up to a maximum amount of EUR 12.000.</p> <p>Cost categories: travel and networking expenses, costs for events and marketing, consultant fees in target market, rent of an incubator office.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English ✓ German ✓ 简体中文 	
<p>How much does it cost me:</p> <p>Up to 50 % of incurred costs can be reimbursed (up to a maximum amount of EUR 12.000). Receipts and invoices need to be presented before reimbursement; a list of accepted expenditures can be downloaded at: http://www.go-international.at</p>		<p>Contact:</p> <p>Mag. Elisabeth Lehr</p> <p>AUSSENWIRTSCHAFT AUSTRIA Int. Technologiekoooperation Tel: +43 (0) 5 90 900 4018 Fax: +43 (0) 5 90 900 11 5129 E-Mail: aussenwirtschaft.io-tec-npi@wko.at</p>	

Support Service		Participation in scientific forums	  
Description	<p>The participation in international scientific forums that offer a link between research labs and the market is an important tool for Austrian TBCs to promote and to export their products and services to new markets such as China.</p> <p>Goal of this support service is to encourage Austrian TBCs to actively participate in such forums and to be either present with a booth or to give a presentation at the event.</p>		<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ Matchmaking
My advantages	<p>The support service “Participation in scientific forums“ is a direct co-financing tool. Austrian companies can receive co-financing of 50 % of participation costs (booth and/or presentation are mandatory) for a maximum of 2 projects, up to a maximum amount of EUR 3.000 for large enterprises, and up to a maximum amount of EUR 5.000 for SME.</p> <p>Cost categories: travel, accommodation and networking expenses, costs for events and marketing.</p>		<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English ✓ German ✓ 简体中文
How much does it cost me:		Contact:	
<p>Up to 50 % of incurred costs can be reimbursed (up to a maximum amount of EUR 3.000 / 5.000). Receipts and invoices need to be presented before reimbursement; a list of accepted expenditures can be downloaded at: http://www.go-international.at</p>		<p>Mag. Elisabeth Lehr</p> <p>AUSSENWIRTSCHAFT AUSTRIA Int. Technologiekoooperation Tel: +43 (0) 5 90 900 4018 Fax: +43 (0) 5 90 900 11 5129 E-Mail: aussenwirtschaft.io-tec-npi@wko.at</p>	

Support Service		Tech-Approach - access to databases and identification of and cooperation with high-tech centers	  
Description	<p>The goal of this support service is to strengthen the position of Austrian R&D companies internationally. To achieve this, go-international offers advice and support on how to collaborate with Chinese research institutes, universities and high-tech partners.</p> <p>ADVANTAGE AUSTRIA offers its network of Trade Offices (AußenwirtschaftsCenter) in China to Austrian TBCs to gather information on potential partners and to establish first contact with Chinese R&D institutes and organizations, and high-tech partners. Joint events can be held upon request in Austria with guest speakers from China.</p>		Suitable for: <ul style="list-style-type: none"> ✓ Matchmaking
My advantages	<p><u>Support in China:</u> Staff of all ADVANTAGE AUSTRIA "Außenwirtschafts-Center" in China are ready to support companies on-site with their local expertise.</p>		Language(s): <ul style="list-style-type: none"> ✓ English ✓ German ✓ 简体中文
How much does it cost me:		Contact:	
Depending upon request		Mag. Gregor Postl AUSSENWIRTSCHAFT AUSTRIA Int. Technologiekoooperation Tel: +43 (0) 5 90 900 5129 Fax: +43 (0) 5 90 900 11 5129 E-Mail: ausseiwirtschaft.technologie@wko.at	

Support Service		Tech-Network – establishing strategic international connections	  
Description	<p>The Tech-Network service provides Austrian companies with an easy access to knowledge networks in China to stay informed on recent developments in new technologies and innovations. It aims at connecting Austrian companies with a useful network of partners (universities, companies, technology institutions, etc.) in China to strengthen their presence in the Chinese market. A special technology attaché is based at the Trade Office (Außenwirtschafts-Center) in Shanghai to provide local support.</p>		Suitable for: <ul style="list-style-type: none"> ✓ Long-term stay (> 12 months) ✓ Joint ventures ✓ China branch office ✓ Match-making
My advantages	<p><u>Support in China:</u> Staff of all ADVANTAGE AUSTRIA “Außenwirtschafts-Center” in China are ready to support companies on-site with their local expertise.</p>		Language(s): <ul style="list-style-type: none"> ✓ English ✓ German ✓ 简体中文
How much does it cost me:		Contact:	
Depending upon request		<p>Mag. Gregor Postl</p> <p>AUSSENWIRTSCHAFT AUSTRIA Int. Technologiekoooperation Tel: +43 (0) 5 90 900 5129 Fax: +43 (0) 5 90 900 11 5129 E-Mail: aussenwirtschaft.technologie@wko.at</p>	

<p>German Industry & Commerce Greater China – Beijing</p> 		<p>Location: Beijing, People’s Republic of China</p>
<p>Support Services</p> <ul style="list-style-type: none"> - Business Partner Search - Fairs, Events & Delegations participation, preparation and execution - Company Foundation incl. general Legal Consultation - Support for presence in the Chinese green markets (Building, Energy & Environment) - PR & media projects: press conferences, press releases, press interviews - Advertising placements in the Chinese Media and within the German Business community - HR, Recruitment & Trainings - Partner-Support-Program - Visa Application Support 		<p>Organisation Type: Consultancy</p>
<p>Contact Details:</p> <p>Address: German Industry & Commerce Greater China - Beijing Unit 0830, Landmark Tower II 8 North Dongsanhuan Road Chaoyang District, 100004 Beijing People’s Republic of China</p> <p>Tel: +86 (10) 6539 6688 Website: www.china.ahk.de E-Mail: info@bj.china.ahk.de</p>	<p>Contact:</p> <p>Mike Hofmann General Manager Tel: +86 (10) 6539 6688 E-Mail: hofmann.mike@bj.china.ahk.de</p>	
		<p>Working Language(s): German, English, Chinese</p>


Support Service**Company Foundation**

Description	<p>With extensive experience in dealing with Chinese law, local companies and governmental bodies, German Industry & Commerce Greater China – Beijing provides helpful and practical information on corporate establishment. They advise German companies on the formal options along with the risks and regulations involved in the process of establishing a company in China. The main assistance involves analysing suitable sites and locations as well as conducting negotiations with governmental investment zones and business partners. For their clients German Industry & Commerce Greater China – Beijing arranges the complete set of documents required to start a company and accomplish the registration procedures.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<ul style="list-style-type: none"> - Broad network of contacts to government and investment zones - Interdisciplinary team (Legal, Economic and Government Relations professionals) - Extended experience in China - In-depth market knowledge 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ German ✓ English ✓ Chinese
<p>How much does it cost me:</p> <p>Starting from 100.000 RMB</p>		<p>Contact:</p> <p>Nils Seibert Tel: +86 (10) 6539 6621 E-Mail: seibert.nils@bj.china.ahk.de info@bj.china.ahk.de</p>

Support Service**Business Partner Search**

Description	<p>German Industry & Commerce Greater China – Beijing's team provides assistance in the search for business partners in China. They help German TBCs finding a suitable business partner by accessing their expansive and comprehensive network of private institutions, government officials and trade associations.</p> <p>Since 2010 German Industry & Commerce Greater China – Beijing has successfully managed more than 30 search and acquisitions of business partners. During this process the team makes a pre-selection of possible business partners by requested criteria, and creates company profiles. Consequently, their clients receive an in-depth report and can contact German Industry & Commerce Greater China – Beijing for further consultation while choosing the right business partner.</p>	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<ul style="list-style-type: none"> - In-depth market knowledge - Extensive experience - Established presence in China - Large network 	Language(s): <ul style="list-style-type: none"> ✓ German ✓ English ✓ Chinese
How much does it cost me: <p>Starting from 4.000 RMB per closed business partner deal, depending on the industry and requirements</p>		Contact: <p>Shang Yanan Tel: +86 (10) 6539 6634 E-Mail: shang.yanan@bj.china.ahk.de info@bj.china.ahk.de</p>

Description	<p>German Industry & Commerce Greater China – Beijing has a great overview on the complexity of the Chinese market and its vast amount of manufacturers and products. Therefore, German Industry & Commerce Greater China – Beijing offers research to German clients on following subjects: top manufacturers, distributors, retail dealers, traders and potential clients. Upon request they also conduct benchmark analysis, assess market potential and prepare clients for the market entry into China. Additionally, they identify legal restrictions and governmental requirements on the market side. The end result is an overview of possible suppliers and traders as well as strategic suggestions for suitable distribution or co-operation ways.</p>	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<ul style="list-style-type: none"> - In-depth market knowledge - Extensive experience - Established presence in China - Large network 	Language(s): <ul style="list-style-type: none"> ✓ German ✓ English ✓ Chinese
How much does it cost me: Upon request		Contact: Shang Yanan Tel: +86 (10) 6539 6634 E-Mail: shang.yanan@bj.china.ahk.de info@bj.china.ahk.de

Innovation Centre Denmark, Shanghai 		Location: Shanghai, People's Republic of China
		Organisation Type: Foreign representation under Trade Council, Foreign Ministry of Denmark, in partnership with Ministry of Higher Education and Science
Support Services	Innovation Centre Denmark, Shanghai offers a wide range of services that can be combined or extended to fit your needs. Explore some of their services below or contact them if you need a customized solution. <ul style="list-style-type: none"> - Higher Education & Research - Business Model Innovation - Technology Scouting - Matchmaking - Incubator Services - Innovation Workshops - Innovation Camps - IDEA Camps - Innovation Community Network 	
Contact Details: Address: Innovation Centre Denmark, Shanghai Shanghai Technology Innovation Center Bld. 2, Room 711 100 Qin Zhou Road Xuhui District, 200235, Shanghai People's Republic of China Website: http://icdk.um.dk/en/innovationcentres/shanghai/		Contact: Barbara Scheel Agersnap Executive Director and Commercial Officer Tel: +86 (21) 6085 2002 Mob.: +86 (21) 158 0058 0722 E-Mail: barage@um.dk
		Working Language(s): Chinese, Danish, English



Description	Are you looking for R&D networks, partnerships, institutions or environments in China? Innovation Centre Denmark, Shanghai's strong focus on Danish and Chinese R&D enables them to tailor activities that fit your need or interest in a specific sector in China.	Suitable for: <ul style="list-style-type: none"> ✓ Researchers ✓ RTD Departments ✓ Higher education institutions ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	Innovation Centre Denmark, Shanghai works with researchers, research groups, international offices, institutes, departments, universities, research institutions, research funding bodies and government agencies. They work both within higher education and research.	Language(s): <ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me: Depending upon request		Contact: Tel: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk

Support Service		Business Model Innovation	
Description	Get a unique business model analysis of your Danish company's potential, an individual action plan with concrete proposals as well as access to the networks and knowledge of Innovation Centre Denmark, Shanghai's strong team of consultants in China.	Suitable for:	<ul style="list-style-type: none"> ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	Business Model Innovation is a positioning or re-positioning of your Danish company's approach to business in China. It is an investigation of your value proposition and everything that surrounds and supports it.	Language(s):	<ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me: Depending upon request		Contact: Tel: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk	



Support Service		Technology Scouting	
Description	Innovation Centre Denmark, Shanghai's Technology Scouting services provide Danish entities with excellent insights and overviews, and the information they need to take advantage of the vast opportunities China present.	Suitable for: <ul style="list-style-type: none"> ✓ Researchers ✓ RTD Departments ✓ Entrepreneurs ✓ Private companies ✓ Public institutions 	
My advantages	Technology Scouting is basically structured and targeted knowledge acquisition within a specific area in China, adjusted to the needs of your Danish company.	Language(s): <ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese 	
How much does it cost me:		Contact:	
Depending upon request		Tel: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk	



Support Service		Match-making
Description	Innovation Centre Denmark, Shanghai's Match-making services will provide your Danish organisation with the right local partners in China, which will ensure a smooth and efficient start up on the Chinese market.	Suitable for: <ul style="list-style-type: none"> ✓ Researchers ✓ RTD Departments ✓ Higher education institutions ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	For Danish companies and organisations that wish to establish cooperation with Chinese counterparts within research, development, new technology or innovation, Match-making offers structured help in identifying and approaching the right partners.	Language(s): <ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me:		Contact:
Depending upon request		Tel: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk



Support Service		Incubator Services	
Description	<p>Provided with a quality platform in Innovation Centre Denmark, Shanghai's dynamic and innovative environment through either virtual or physical presence Innovation Centre Denmark, Shanghai's Incubator Services guarantee a good start for your Danish company's China venture.</p>	Suitable for:	<ul style="list-style-type: none"> ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	<p>Innovation Centre Denmark, Shanghai's Incubator Service provides your Danish company with a quality platform in a dynamic and innovative environment. By offering services such as a virtual presence in Shanghai, consultancy hours and your first physical presence in China with a plug'n play office here at Innovation Centre Denmark in Shanghai, you are certain to get a good start to your China venture.</p>	Language(s):	<ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me:		Contact:	
Depending upon request		<p>Tel: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk</p>	



Support Service**Innovation Workshops**Innovation Centre
Denmark

Description	<p>Would you like to discover new ways of incorporating innovation strategies into your organization on a practical and operational level? Let the Innovation Centre Denmark, Shanghai tailor a unique workshop for you and your team, and provide you with the methods to innovate, develop and overcome everyday-day challenges.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	<p>The ICDK is often prompted to find solutions and new ideas to business models and application areas, and therefore has through daily work developed easily adoptable hands-on methods to address issues of innovation in Danish organisations.</p>	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
<p>How much does it cost me:</p> <p>Depending upon request</p>		<p>Contact:</p> <p>Telephone: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk</p>

Support Service		Innovation Camps	
Description	Get together with other Danish entrepreneurial companies who are looking to innovate in China at the Innovation Centre Denmark, Shanghai Innovation Camps and tap into Chinese knowledge environments, technology and networks with the help of their consultants.	Suitable for:	<ul style="list-style-type: none"> ✓ RTD Departments ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	Innovation Camps are the Innovation Centre Denmark, Shanghai's 'fast track' solution to China. Here you Danish organisations get input to understand their potential Chinese market and thereby which optimal business model and strategy to choose. At an Innovation Camp their strong team of consultants stands ready to share their own knowledge about the Chinese condition, and to open doors to Chinese knowledge environments, technology and networks.	Language(s):	<ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me:		Contact:	
Depending upon request		Telephone: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk	



Support Service		IDEA Camps
Description	Young Danish and Chinese talents get together at the Innovation Centre Denmark, Shanghai's IDEA Camps to solve a real-life challenge faced by a company. It might be just the thing you need for your company to overcome challenges and get new inspiration.	Suitable for: <ul style="list-style-type: none"> ✓ Researchers ✓ RTD Departments ✓ Higher education institutions ✓ Entrepreneurs ✓ Private companies ✓ Public institutions
My advantages	The Innovation Centre Denmark, Shanghai's IDEA Camps are focused camps where facilitated innovation are carried out by 20-30 Danish and Chinese university students in order to solve a real-life challenge posed by a Danish commercially oriented company with focus on China. Given the centre's close relationships with both Danish and Chinese universities and educational institutions, and their unique experiences with this type of project, Innovation Centre Denmark, Shanghai is in a prime position to help Danish companies interested in an IDEA Camp.	Language(s): <ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me:		Contact:
Depending upon request		Telephone: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk



Support Service		Innovation Community Network	
Description	As a member of the Innovation Centre Denmark, Shanghai's Innovation Community Network Danish organisations will be a part of a unique network of leading Danish and Nordic companies and organisations with R&D and engineering activities in China.	Suitable for:	<ul style="list-style-type: none"> ✓ RTD Departments ✓ Private companies
My advantages	The Innovation Centre Denmark, Shanghai's Innovation Community Network gathers a network of senior and upper level directors and managers for roundtable discussions on challenges and opportunities in working with R&D in China. The Innovation Community is especially beneficial to companies intending to share challenges, experiences and solutions with Danish and Nordic peers in China.	Language(s):	<ul style="list-style-type: none"> ✓ Danish ✓ English ✓ Chinese
How much does it cost me:		Contact:	
Depending upon request		Telephone: +86 (21) 6085 2000 Fax: +86 (21) 6085 2005 E-Mail: shanin@um.dk	



<p>German Centre for Industry and Trade Beijing Co. Ltd.</p>  <p>GERMAN CENTRE FOR INDUSTRY AND TRADE BEIJING</p>		<p>Location: Beijing, People's Republic of China</p>
		<p>Organisation Type: CO. Ltd., Member of LBBW Group</p>
<p>Support Services</p>	<ul style="list-style-type: none"> - Office rental - Business Centre - Conference rooms - Help with administrative issues - Networking opportunities and events - German community and cooperation partners 	
<p>Contact Details:</p> <p>Address: German Centre for Industry and Trade Beijing Co. Ltd. Unit 1111, Landmark Tower 2 8 North Dongsanhuan Road Chaoyang District, 100004 Beijing People's Republic of China</p> <p>Tel: +86 (10) 6590 69-19/-20/-21 Fax: +86 (10) 6590 7768</p> <p>Website: www.germancentre.org.cn</p>		<p>Contact: Jörg Höhn Heiko Busch E-Mail: beijing@germancentre.org.cn</p>
		<p>Working Language(s): English, German, Mandarin Chinese</p>

Support Service**Business Set Up**


Description	Helping German companies to establish a business in China The German Centre can help with: <ul style="list-style-type: none"> - Office space - Office registration - Business planning - Visa services 	Suitable for: <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ Co. Ltd: ✓ Joint ventures ✓ China branch office ✓ Representative Offices
My advantages	<ul style="list-style-type: none"> - Practical know-how on how to set up and do business in China - Long time experience in the Chinese market - Strong networking force - Offer "Welcome kit" to understand and navigate the Chinese market - Located in Beijing's Lufthansa area in Chaoyang District 	Language(s): <ul style="list-style-type: none"> ✓ English ✓ German ✓ Mandarin Chinese
How much does it cost me: Different prices according to service. Payment offered in RMB or EUR.		Contact: Jörg Höhn Heiko Busch E-Mail: beijing@germancentre.org.cn


Support Service**Event Planning**

GERMAN CENTRE
FOR INDUSTRY AND TRADE
BEIJING

Description	<p>The German Centre can help German organisations with:</p> <ul style="list-style-type: none"> - Meeting/Event space - Networking - Marketing - Communication - Corporate rates for hotels and flights 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ Co. Ltd: ✓ Joint ventures ✓ China branch office ✓ Representative offices
My advantages	<ul style="list-style-type: none"> - Regular professional events in co-operation with experts from our network, such as the German Embassy, the German Chamber of Commerce (AHK), VDMA (German Engineering Federation) and GTAI (Germany Trade and Invest) lawyers and tax consultants - Networking opportunities with other international and German companies - Service providers in the building, specializing in market entry and daily business operations - Joint activities as sports and family events offered 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ English ✓ German ✓ Mandarin Chinese
<p>How much does it cost me:</p> <p>Different prices according to service. Payment can be covered in RMB or EUR.</p>		<p>Contact:</p> <p>Jörg Höhn Heiko Busch E-Mail: beijing@germancentre.org.cn</p>

<p>aws</p> 	<p>Location: Vienna, Austria</p> <p>Organisation Type: Federal Promotional Bank</p>
<p>Support Services</p>	<p>By providing reduced interest loans, grants, and financial guarantees, aws supports enterprises in the implementation of innovation projects, particularly if the necessary funds cannot be raised from other financing sources.</p> <p>Also, specific information, consultancy, assistance, and other services are offered to (pre-) start-ups as well as existing and expanding enterprises.</p> <p>aws support programmes help to</p> <ul style="list-style-type: none"> - start up new enterprises; - get reduced-interest loans starting at € 10,000; - facilitate/enable funding by providing financial guaranties; - develop and implement innovations; - vet entrepreneurial/company strategies <p>We give efficient and service-oriented advice and support through all stages: from entrepreneurial spirit and pre-seed phase up to expansion and internationalisation stages. Furthermore, aws promotes awareness regarding innovation and knowledge protection through various programmes which include services for young entrepreneurs in the innovative field, inventors and public research organisations.</p>
<p>Contact Details:</p> <p>Address: Walcherstrasse 11A 1020 Vienna Austria</p> <p>Website: www.awsg.at</p>	<p>Contact Person(s): Matthias Bischof Tel: +43 (1) 50175 375 E-Mail: m.bischof@awsg.at</p>
	<p>Working Language(s): German, English</p>

Support Service		IP.Financing	austria wirtschafts service 
Description	IP.Financing offers assistance for Austrian SMEs during internationalisation of their business. Essential tools are non-repayable grants for intellectual property protection measures e.g. patent applications in countries not being member states of the European Patent Convention.		Suitable for: ✓ SMEs located in Austria
My advantages	<ul style="list-style-type: none"> - Comprehensive assistance for the protection of your technologies in growth markets outside Europe - Financial support - Consultancy services 		Language(s): ✓ German ✓ English
How much does it cost me:		Contact:	
Free of charge, non-repayable grant, up to 70% of eligible costs		Peter Pawlek Tel: +43 (1) 50175 550 E-Mail: p.pawlek@awsg.at	

Support Service		IP.Enforcement	austria wirtschafts service 
Description	IP.Enforcement supports Austrian SMEs in case of violation of their intellectual property rights abroad. This programme consists of several integrated measures including consulting and financial assistance. If there is evidence of infringement, aws develops a detailed enforcement and litigation plan. Within the scope of these activities, we advice enforcement strategies and offer support by e.g. consulting our local networks and alliances.		Suitable for: <ul style="list-style-type: none"> ✓ SMEs located in Austria
My advantages	<ul style="list-style-type: none"> - Technology audit, monitoring - Advising enforcement strategies - Locating on-site legal and/or IP experts - Support in analysing legal risks - Coaching during enforcement process - Financial support 		Language(s): <ul style="list-style-type: none"> ✓ German ✓ English
How much does it cost me:		Contact:	
<ul style="list-style-type: none"> - Grants up to 50% of enforcement costs (max. 100.000 €) - Predefined profit participation in the event of positive litigation settlement 		Peter Pawlek Tel: +43 (1) 50175 550 E-Mail: p.pawlek@awsg.at	

4. Chinese support instruments and initiatives: Selected case studies



Chinese support instruments and support service initiatives

Within this chapter, several Chinese organisations covering different regions of China and offering business support services are presented as case studies from China:

- CITTC
- NTEM
- EUPIC
- CCPIT Hunan Sub-Council
- STTE

Contacting these and other Chinese support organisations has the advantage that their staff is quite well-informed about national and local economic, legal, political and other circumstances and hands-on information can be expected.

In the first table, some overall information of each organisation will be presented. This information provides contact details, a list of services for European TBCs and the languages spoken in the specific organisation. The following tables aim at presenting each of the services in more detail. Also the contact persons and the languages in which each service is available will be supplied.

4.1 North-eastern China & Beijing

<p>China International Technology Transfer Center</p>  <p>中国国际技术转移中心 China International Technology Transfer Center</p>		<p>Location:</p> <p>Beijing, People's Republic of China</p>
		<p>Organisation Type:</p> <p>Government-based Service Agency</p>
<p>Support Services</p>	<p>Overview: The China International Technology Transfer Center is positioned as a leading platform of knowledge exchange, innovation collaboration, and international cooperation. Supported by the China Ministry of Science and Technology, Beijing Municipal Science and Technology Commission, and Haidian District Government, CITTC facilitates relationships between governments, universities, and businesses from around the world. Located in China's National Innovation Cluster in Zhongguancun, CITTC is surrounded by universities, research institutions, VC and PE and is connected to more than 1000 RTD institutions and 7000 enterprises. Partnering with a range of Chinese enterprises, on-the-ground, publicly funded foreign service agencies and a full house of foreign and domestic service providers, CITTC will help you enter China with confidence and ease, allowing you to focus on your company's growth in this challenging yet emerging economy.</p> <p>CITTC has four operational mandates:</p> <ul style="list-style-type: none"> - CREATE a hub for international scientific and technology exchanges - BUILD a network for linking global ventures to the Chinese market - PROVIDE comprehensive business development for international partners - PROMOTE Chinese cooperation and investment in foreign markets <p>CITTC fulfills these goals through the following support services:</p> <ul style="list-style-type: none"> - Organizing Seminars, Workshops, Symposiums, Networking events (OE Service) - Developing your Training Courses for a Chinese audience (TC Service) - Business to Business Matchmaking with Chinese companies (B2B Service) - Comprehensive China Business Development (CCBD Service) - Foreign Cooperation and Investment Missions to bring Chinese delegations to your country (FCIM Service) - Newsletters, Reports and Publications (NRP Service) 	
	<p>Contact Details:</p> <p>Address: Floor 20, Top Electronic City, No. 3, Haidian Avenue Haidian District, Beijing People's Republic of China</p> <p>Website: www.ittc.cn</p>	
		<p>Working Language(s):</p> <p>Chinese, English, Korean</p>

Support Service**Organizing Seminars, Workshops, Regional Symposiums, Networking events (OE Service)**

Description	<p>If you are interested in delivering a presentation to the appropriate Chinese audience, CITTC will be able to assist you.</p> <p>This service is suitable for you if you would like to:</p> <ul style="list-style-type: none"> - Offer a lecture to Chinese professionals in your field - Network with related professionals - Promote your company, expertise, and services in China - Explore partnership opportunities 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Academics, Researchers, Professors ✓ Service providers ✓ Businesses or Researchers Seeking prospective partners in China ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<p>By this service, you are enabled to:</p> <ul style="list-style-type: none"> - Explain, promote, and expand your research and upcoming collaboration opportunities - Meet related professionals - Find Chinese partners - Increase your business in China by presenting to prospective Chinese clients - Learn more about Chinese trends in your area of interest 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ Korean
<p>How much does it cost me:</p> <p>Depending on requirements</p>		<p>Contact Person:</p> <p>Kiran Choudhry E-Mail: kiran@chinatis.com</p>

Support Service		Developing Training Courses for Chinese audience (TC Service)	 CITTC
Description	If you are a learning institute, such as a university or association of professionals and you have training courses that you would like to offer in China, CITTC can help you to organise your 1 or 1.5 day course. They will find Chinese students, whether from business, service sector, or research, and will help you to organise and deliver your program.	Suitable for: <ul style="list-style-type: none"> ✓ Service providers ✓ Universities ✓ Business Schools or a Specific Faculty ✓ Association of Professionals ✓ Learning Institutes 	
My advantages	The support of CITTC helps you to: <ul style="list-style-type: none"> - Attract Chinese students through CITTC's established networks - Help Chinese professionals to learn international and European standards in areas such as technology transfer, IP, licensing, and technology valuation (among others) - Develop a niche in China for your organisation, e.g. when you intend to deliver your course annually 	Language(s): <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ Korean 	
How much does it cost me: Depending on requirements		Contact Person: Kiran Choudhry E-Mail: kiran@chinatis.com	


Description	<p>If you are a business seeking joint-venture or commercialisation opportunities with Chinese partners, Chinese investors, or partnering with companies that have established distribution channels into China's vast market, CITTC can assist you to find the right partners.</p> <p>CITTC can work together with you to:</p> <ul style="list-style-type: none"> - Understand your needs and ensure that we have appropriate Chinese partners - Organise a B2B Matchmaking event which includes participation by European service providers (Your Embassy, EU SME Centre, IPR Helpdesk) and matched Chinese companies - Introduce you to related service providers that can help you in the long term - Help you with related follow-up (see CITTC's Comprehensive China Business Development Service) 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Foreign Owned Enterprises ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<p>This CITTC service is an opportunity for you to:</p> <ul style="list-style-type: none"> - Meet with the right Chinese business partners through our extensive, China-wide channels. - Meet with reputable, European Commission/ European governments funded service providers who can help you from a European perspective - Meet with additional on-the-ground agencies who you may or may not work with in the future 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ Korean
<p>How much does it cost me:</p> <p>Depending on requirements</p>		<p>Contact Person:</p> <p>Kiran Choudhry E-Mail: kiran@chinatis.com</p>

Support Service**Comprehensive China Business
Development (CCBD Service)**


Description	<p>If you are seeking business or research partners in China, and would like on-the-ground-support for 6 months to 1 year (or longer), CITTC can offer comprehensive support packages based on your specific needs. Their close relationships with a range of businesses, governments and institutions throughout China offer you established links and trusted partners for your longer-term plans for China. CITTC will work with you to develop a strategy that is best suited to your needs and desired outcomes.</p> <p>Services range from finding the right partners through CITTC's existing, China-wide relationships, specialized introductions, on-going meetings, negotiations and deal closing.</p>	Suitable for: <ul style="list-style-type: none"> ✓ Foreign Owned Enterprises ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<p>This service is a chance for you to:</p> <ul style="list-style-type: none"> - Develop a China business development strategy with on-the-ground know how - Receive business plans and counsel know-how based on your needs - Be introduced to potential business and research partners - Work with local Chinese partners to maximize your China business 	Language(s): <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ Korean
How much does it cost me: Depending on requirements		Contact Person: Kiran Choudhry E-Mail: kiran@chinatis.com

Support Service**Foreign Cooperation and Investment Missions to bring Chinese delegations to your country (FCIM Service)**

Description	<p>If you are willing to meet with a Chinese delegation, CITTC will be welcome to work with you as they organize missions to European countries. This service is offered to Chinese businesses, universities, and researchers that want to access and invest in foreign markets. CITTC will organize and deliver specialized tours to meet with key officials, Chambers of Commerce, industry representatives, university officials, researchers, and a range of other potential partners. CITTC will also work with you and local partners to organise Business2Business (B2B) opportunities which allow Chinese and foreign companies to discuss potential collaboration and cooperation in Europe.</p>	Suitable for: <ul style="list-style-type: none"> ✓ Universities or higher learning institute ✓ Government agency ✓ Local Companies ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office
My advantages	<p>Meeting CITTC's Chinese collaboration partners in Europe is a chance for you to:</p> <ul style="list-style-type: none"> - Introduce Chinese delegates to your investment or open new partnering opportunities in Europe - Offer knowledge about your organization or business - Build relationships with key Chinese players for long-term cooperation 	Language(s): <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ Korean
How much does it cost me: Depending on requirements		Contact Person: Kiran Choudhry E-Mail: kiran@chinatis.com

Support Service		Newsletters, Reports and Publications (NRP Service)	
Description	<p>If you are seeking information about Science and Technology policy, market trends, or want to stay updated on CITTC's activities, CITTC can provide this information to you. CITTC can also include you in their monthly newsletters, which reach a wide Chinese and foreign audience.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Academics, Researchers, Professors ✓ Service providers ✓ Businesses or researchers Seeking prospective partners in China ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office 	
My advantages	<p>The informative publications provided help you to:</p> <ul style="list-style-type: none"> - Gain knowledge about China, and Beijing - Keep yourself informed about CITTC's activities 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English 	
How much does it cost me:		Contact Person:	
Depending on requirements		<p>Kiran Choudhry E-Mail: kiran@chinatis.com</p>	

Northern Technology Exchange Market Consortium of EEN Northeast China Centre 		Location: Tianjin City, People's Republic of China
		Organisation Type: State-owned National Technology Transfer
Support Services	NTEM is your provider of services and expertise for the following areas: <ul style="list-style-type: none"> - Technology/Business match-making service - Technology intermediary service - Intellectual property, set-up, financial support service As part of the Enterprise Europe Network (EEN) NTEM covers the geographical regions of Tianjin City as well as Northeastern China.	
Contact Details: Address: No.248, Baidi Road, Nankai District, Tianjin People's Republic of China Telephone: +86 (22) 8789 1255 +86 (22) 8789 0165 E-Mail: Zhangyx@ntem.com.cn Website: www.ntem.cn		Contact Person(s): Youxuan Zhang Telephone: +86 (22) 8789 1255 +86 (22) 87890165
		Working Language(s): Chinese, English

Support Service		Technology/Business match-making service	
Description	<p>NTEM's technology ort business match-making services include the arrangement of technology/business match-making for your demand through three strong networks: TPN, TSN and Cooperation Network:</p> <ul style="list-style-type: none"> - TPN: Up to now, the Technology Providing Network (TPN) of NTEM composes of over 300 members, including research institutes, universities and technology-oriented companies across 25 provinces and cities, such as Beijing, Shanghai, Hubei, Jianguo and others. - TSN: More than 140 members and technology transfer centres make up this Technology Seeking Network (TSN). They are located in over 20 provinces and cities. - Cooperation network: It consists of international cooperation agencies and national cooperation agencies. It includes venture capital, account & law service, and IP support providers. <p>The above-mentioned networks provide various resources to develop the services with all network members.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Short-term stay (< 12 months) ✓ China branch office ✓ EU technology research organization 	
My advantages	<p>Profit of the NTEM's engagement:</p> <ul style="list-style-type: none"> - Three active networks covering 400+ members - Coverage Northern & east of China, the consortium organization of EEN North East Centre - Expert team, and be able to reach more skilled people in many industrial sectors, such as new energy, bio-medicine, etc. - Consortium cooperation: NTEM had worked with many foreign technology transfer organizations and has successful experience to serve international partners 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English 	
How much does it cost me:		Contact Person:	
Depends on the project		<p>Cobero Wang Telephone: +86 (22) 8789 1255 E-Mail: cobero@ntem.com</p>	

Support Service

Technology/Business intermediary service



Description	<p>NTEM's services of technology/business offers and requests:</p> <p><u>Technology offer</u>: If you develop a technology or an innovation and wish to make it available to end-users abroad in order to carry out a technology transfer</p> <p><u>Technology request</u>: If needs to find one or several partner who will transfer the technology or know-how needed</p> <p><u>Business offers and requests</u>: if needs partners to expand business abroad for mainstream technologies or existing products</p> <p>Furthermore, NTEM offers technology evaluation and consultancy.</p>	Suitable for: <ul style="list-style-type: none">✓ China branch office✓ EU technology research organization
My advantages	<p>Profit of the NTEM's engagement:</p> <ul style="list-style-type: none">- Three active networks covering 400+ members- Coverage Northern & east of China, the consortium organization of EEN North East Centre- Profit of the expert team and be able to reach more skilled people in many industrial sectors, such as new energies, bio-medicine, etc.- Consortium cooperation: NTEM had worked with many foreign technology transfer organizations and has successful experience to serve international partners	Language(s): <ul style="list-style-type: none">✓ Chinese✓ English
How much does it cost me: Depends on project		Contact Person: Eric Han Telephone: +86 (22) 8789 1255 E-Mail: hanlz@ntem.com

Support Service**Intellectual property, set-up,
financial support service**

Description	<p>NTEM supports you in questions on intellectual property, getting started in China and by financial consultations, in detail this includes:</p> <ul style="list-style-type: none"> - Information regarding innovation-related policies and support programs - Intellectual Property service - Account & law support - Investment & product market research and evaluation - Support to locate appropriate office or manufacture place 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ Others
My advantages	<p>Profit from NTEM:</p> <ul style="list-style-type: none"> - State-owned background - Support company to obtain related policy or funding - Three active network covering 400+ members - Coverage northern & east of China - The staff involves an expert team - Experience in consortium cooperation 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English
<p>How much does it cost me:</p> <p>Depends on the project</p>		<p>Contact Person:</p> <p>Eric Han Telephone: +86 (22) 8789 1255 E-Mail: hanlz@ntem.com</p>

4.2 West China


<p>EU Project Innovation Centre</p> 		<p>Location: Chengdu, People's Republic of China</p>
<p>Support Services</p> <p>EUPIC has a multilingual, multicultural and professional team including over 20 years' experience in foreign investment and business support. Its expertise and services cover the following areas:</p> <ul style="list-style-type: none"> - Business incubation for EU companies - Platform for trade, investment, technology innovation & transfer between EU & China - Assist Chinese enterprises participate in investment and development in Europe - EU-China Projects application and execution 		<p>Organisation Type: Non-governmental organization</p>
<p>Contact Details:</p> <p>Address: 6F, West Building, La De Fang Si, 1480 Tianfu Avenue Chengdu, Sichuan People's Republic of China</p> <p>Website: www.eupic.org.cn</p>	<p>Contact Person(s):</p> <p>European Office in Brussels: Andre Li Tel: +32 (2) 2347 874 # 619 E-Mail: andre_li@eupic.org.cn</p> <p>Liaison & Information Maggie Zhang Telephone: +86 (28) 8533 5757 E-Mail: maggie_zhang@eupic.org.cn</p>	
		<p>Working Language(s): Chinese, English, French, German, Italian, Slovakian, Spanish</p>

Description	<p>EUPIC helps to make doing business in China as simple and straightforward as possible. Together, EUPIC provides tailored, effective and efficient services to help companies reduce costs and risks especially in the start-up period. Services EUPIC provides are as follows:</p> <ul style="list-style-type: none"> - Company/representative office registration - Business consulting & mentoring - Free office facilities from 3 to 6 months - Legal and IPR support - Customs & logistic assistance - Banking and accounting - Language services - HR support 	Suitable for: <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch offices ✓ International Organization representative office
My advantages	<p>Good environment and facilities:</p> <ul style="list-style-type: none"> - 2200m² incubation offices are provided - 4 meeting rooms can be used for all the companies - 2 bar counters - 2 chatting rooms - 2 public areas and a reception <p>Free services:</p> <ul style="list-style-type: none"> - Up to six months free equipped offices for - General consultancy services (e.g. investment environment, preferential policies) - IT services at the national software Base (Chengdu)Technology Platform - Access to periodical activities held by EUPIC (e.g. meetings with local Chinese companies) - Business trip reservation(Hotel and air ticket booking) 	Language(s): <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ French ✓ German ✓ Italian ✓ Slovakian ✓ Spanish
How much does it cost me: The price will be negotiated according to a specific contract.		Contact Person: Incubator Business Services Department Gladis Wang Telephone: +86 (28) 8533 5757 E-Mail: gladis_wang@eupic.org.cn

Support Service**Platform for EU-China Cooperation**


Description	<p>EUPIC stimulates the growth of EU-China Cooperation by organising several platform events or being a platform itself:</p> <ul style="list-style-type: none"> - EU-China Business and Technology Cooperation Fair - Cluster Cooperation Event - Thematic workshops, Forums and Workshop - Enterprise Europe Network (EEN) West China - State Tech Transfer Centres 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ SMEs ✓ Research centres ✓ Universities
My advantages	<ul style="list-style-type: none"> - EUPIC has 8 years of experience in organizing big events and activities such as EU-China B&T Cooperation Fair. Through the effort, each cooperation fair can reach to +30% successful match-making rates - The business network covers more than 3000 Chinese enterprises, RTD centres, organizations and universities - With the help of EUPIC, 995 international cooperation agreements have been achieved. - EUPIC was appointed by the Torch Centre of the Ministry of Science and Technology as Sichuan Branch of the “China Innovation Relay Centre” - EUPIC is responsible for trans-regional, inter-trade and cross-field technology transfer, SME innovation support with information-based technical tools - EUPIC is the coordinator of the EEN West China, a business network covering 10 provinces including Sichuan, Chongqing, Yunnan, Guizhou, Xinjiang, Tibet, Qinghai, Gansu, Ningxia and Shanxi - EUPIC offers specific insights on the latest policies, regulations and successful case studies worldwide, ensuring high-quality services to clients in technology innovation and technology transfer 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ French ✓ German ✓ Italian ✓ Slovakian ✓ Spanish
<p>How much does it cost me: The price will be negotiated according to specific exhibitions and events.</p>		<p>Contact Person: Events & Exhibitions David Liu Telephone: +86 (28) 8533 5836 E-Mail: david_liu@eupic.org.cn</p>


Description	<p>The Internationalisation Services to Chinese Companies cover:</p> <ul style="list-style-type: none"> - Organising company missions to Europe - Partner searches - Technology & Innovation - Trade - Investment - Professional services - European market investigation - PR support - Cross-cultural management 	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ SMEs
My advantages	<ul style="list-style-type: none"> - The business network covers more than 3000 Chinese enterprises, research centres, organizations and Universities from different sectors - The EEN West China website's access volume reaches 2,391,611, sending EU cooperation information to over 4000 Chinese enterprises with over 42,795 inquiries - The team offers Chinese companies Multilanguage services which help them to have easier communication channels - EUPIC professional team can offer the Chinese companies with cross culture management training and consultancy services for expanding EU market 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ French ✓ German ✓ Italian ✓ Slovakian ✓ Spanish
<p>How much does it cost me: The price will be negotiated according to specific company missions and activities.</p>		<p>Contact Person: Liaison & Information Lara Zheng Telephone: +86 (28) 8537 2445 E-Mail: lara_zheng@eupic.org.cn</p>

Support Service		EU-China Projects application & execution	
Description	EUPIC is actively involved in key EU research and funding projects including FP7 (EU seventh Framework Program, 'Switch Asia' as well as in key issues such as Intellectual Property Rights (IPR). By leveraging on their expertise in the international innovation marketplace and project management, EUPIC also helps the cooperation development and implementation of complex projects with local partners.	Suitable for:	<ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ SMEs
My advantages	<p>You can profit by EUPIC's experience in international projects:</p> <p>EUPIC successfully applied and executed the project ChinaAccess4EU under the Seventh Framework Programme (FP7). EUPIC is also engaged in a project of the 'Switch Asia' Programme, for which it won the "World Innovation Competition" in the "World Reconstruction Conference" in 2011. Also, EUPIC supported the implementation of a series of IPR training programs for business as well as promotion activities for IPR2 projects. These rich experiences help EUPIC to operate more international funding and support projects.</p> <p>For business projects, EUPIC has many successful stories such as LINPOW Wireless Charger Go in the European market, China-Hungary Modern Agricultural Medicine R&D Project, Joint Development of "1.5 MW Wind Turbine Generator Control System" between China and Austria and Project of Energy-saving Passive Wireless Control System with WSN Technology in China by Chengdu YTL Technology Co., Ltd.</p>	Language(s):	<ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ French ✓ German ✓ Italian ✓ Slovakian ✓ Spanish
How much does it cost me:		Contact Person:	
The price will be negotiated according to specific company missions and activities		<p>Project Development & Innovation Department Swan Zhang Telephone: +86 (28) 8533 6792 E-Mail: swan_zhang@eupic.org.cn</p> <p>Leon Liu Telephone: +86 (28) 8533 6467 E-Mail: leon_liu@eupic.org.cn</p>	

4.3 East China

<p>Shanghai Technology Transfer & Exchange Centre</p> 		<p>Location: Shanghai, People's Republic of China</p>
		<p>Organisation Type: Public organisation</p>
<p>Support Services</p>	<p>STTE is the first national permanent technomart in China, which is co-founded by the Ministry of Science and Technology of China and the Shanghai Municipality. STTE joined the Enterprise Europe Network (EEN) in the year of 2012 as the coordinator of EEN-East China.</p> <p>Its mission is to create an integrated innovation-supporting platform via technology services tailored for SMEs, technology transfer guided by innovation demands, and cooperative innovation promoted through a network of partners.</p> <p>Our core services can be divided into five categories:</p> <ul style="list-style-type: none"> - Information services - R&D services - Industrialization services - Technology trade services - International technology-transfer services 	
<p>Contact Details:</p> <p>Address: No 100 Qinzhou Rd., Building2 Shanghai 200235 People's Republic of China</p> <p>Website: www.stte.sh.cn</p>		<p>Contact Person(s): Mrs Cathy Zheng E-Mail: zhengb@stte.sh.cn</p>
		<p>Working Language(s): Chinese, English</p>


Support Service		Legal Service	
Description	<p>The legal services STTE offers include:</p> <ul style="list-style-type: none"> - Due diligence - Science & technology policy consultation - Financial and investment policy consultation - Industry policy consultation - Transaction structure design - Drawing up of partnership agreement <p>Other relative legal services and furthermore offered on demand.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ Start-up company ✓ R&D institution ✓ Technology license company etc. 	
My advantages	<p>Profit of STTE's:</p> <ul style="list-style-type: none"> - Professional service team - 40 professional staffs, 100 technology brokers, 300 experts and specialists - Solid reputation - STTE is the FIRST national permanent technomart (1993), the FIRST national tech transfer demonstration organization (2008), and has gained 6 consecutive "Golden Bridge Awards" of China Technology Market Association. In 2013, STTE was awarded as Shanghai United International Technology Transfer Center. 	<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English 	
<p>How much does it cost me:</p> <p>The price will be negotiated according to specific company missions and activities</p>		<p>Contact Person:</p> <p>Cathy Zheng E-Mail: zhengb@stte.sh.cn</p>	


Support Service		Partner Matching Service	
Description	<p>The partner matching service includes:</p> <ul style="list-style-type: none"> - Data translation - Information release - Project analysis - Market investigation - Conference organization - Negotiation assistance 		<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ Short-term stay (< 12 months) ✓ Long-term stay (> 12 months) ✓ China branch office ✓ Start-up company ✓ R&D institution ✓ Technology license company etc.
My advantages	<p>Profit of:</p> <ul style="list-style-type: none"> - Sound business network with relations to <p>Local partners: 134 organizations covering 17 districts in Shanghai Domestic partners: 23 provinces, 11 provincial cities, 59 cities International partners: 51 organizations covering 25 countries and regions</p> <ul style="list-style-type: none"> - Professional service team <p>40 professional staffs, 100 technology brokers, 300 experts and specialists</p> <ul style="list-style-type: none"> - Rich resource database <p>10,000 enterprises, 30,000 tech-projects, annual 1000 demand information</p>		<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English
How much does it cost me:		Contact Person:	
The price will be negotiated according to specific company missions and activities		Cathy Zheng E-Mail: zhengb@stte.sh.cn	

4.4 Central China


<p>CCPIT Hunan Sub-Council</p> 	<p>Location:</p> <p>Changsha, Hunan Province, People's Republic of China</p>
	<p>Organisation Type:</p> <p>Provincial foreign economic organization</p>
<p>Support Services</p>	<p>The China Council for the Promotion of International Trade (CCPIT) Hunan Sub-council was founded in 1978. It is a provincial foreign economic organization which consists of representative people, enterprises and associations of the Hunan economic and trade sector. CCOIC Hunan is another name for this organization, which was founded in 1988. CCPIT's missions are: to follow the PRC's laws and policies, to develop international trade, promote foreign investment and internationalisation and promote international economic and technical cooperation.</p> <p>To strengthen the service function, CCPIT established six service systems: international liaison, international exhibition, international economic & trade information, international legal service, international training, international trade & economic agents.</p> <p>CCPIT Hunan has 14 branches respectively in each city of Hunan and totally 200 commissioners in the province. CCOIC Hunan has more than one thousand member companies which cover various industries.</p> <p>The Enterprise Europe Network Central China (EENCC) was established in December 2008, which is the first branch authorized by the European Commission in China. The services of EENCC cover six provinces of central China: Hunan, Hubei, Anhui, Jiangxi, Shanxi and Henan. CCPIT Hunan Sub-council as the coordinator cooperates with Wuhan Science & Technology Bureau and Hunan Provincial Science & Technology Department to run the consortium. The establishment of this centre will make a positive contribution for the promotion of mutual understanding and communication between Chinese and European enterprises, also for exploring the international market, introducing foreign capital, products, technologies and talents, moreover, for promoting exports, investments and Sino-Euro cooperation and innovation of SMEs.</p> <p>Functions:</p> <ul style="list-style-type: none"> - International commercial and technology information exchange and dissemination - Answer inquiries from SMEs - Brokerage Events & Match-making Meetings - Training courses for SMEs - EU projects application and follow-up - Assist foreign companies to invest in China

<p>Contact Details:</p> <p>Address: CCPIT, Hunan Sub-Council Room 617, 6th Floor 1139 Second Ring Road 410014 Changsha Hunan Province People's Republic of China</p> <p>Website: www.eencc.com Website: www.hnccpit.org</p>	<p>Contact Person(s):</p> <p>Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com</p>
<p>Working Language(s):</p> <p>Chinese, English, German</p>	

Support Service		International liaison	
Description	<p>CCPIT offers international commercial and technology information exchange and dissemination. Foreign organisations and TBCs can send their information to CCPIT and they will disseminate via their own website and newsletters.</p>		<p>Suitable for:</p> <ul style="list-style-type: none"> ✓ Joint ventures ✓ SMEs
My advantages	<p>This service helps you to raise the awareness of your company and your technology in China. It can be a way to facilitate finding new project or collaboration partners for your start in China.</p>		<p>Language(s):</p> <ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ German
<p>How much does it cost me:</p> <p>The price will be negotiated according to specific contract.</p>		<p>Contact Person:</p> <p>Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com</p>	

Support Service		International economic & trade information	
Description	CCPIT is specialised in answering inquiries to the following topics: <ul style="list-style-type: none"> - Market access - Industry information in local region - Law issues etc. 	Suitable for:	<ul style="list-style-type: none"> ✓ SMEs
My advantages	With this service you can receive hands-on, latest economic and legal information specifically for the Hunan region.	Language(s):	<ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ German
How much does it cost me:		Contact Person:	
The price will be negotiated according to specific contract.		Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com	

Support Service		International Exhibitions	
Description	2-4 annual brokerage events are organised by CCPIT, which are free of charge. CCPIT welcomes all foreign participants to join these events.	Suitable for:	<ul style="list-style-type: none"> ✓ Joint ventures ✓ SMEs
My advantages	You can profit from these events by easily meeting a large number of new potential cooperation partners, new customers or simply find out more about the economic and legal conditions in the Hunan region.	Language(s):	<ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ German
How much does it cost me:		Contact Person:	
Free of charge		Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com	

Support Service		International Training	
Description	Per year, CCPIT organises 2-3 training sessions to train foreign TBCs on issues related to China. Some of the sessions are carried out in cooperation with the EU SME CENTRE and the China IPR HELP DESK to answer foreign companies' issues.	Suitable for:	<ul style="list-style-type: none"> ✓ SMEs
My advantages	Deepen your knowledge about important topics that are relevant for your activities in China. The training sessions can be a good way to receive updated essential information on regulations and other legal topics.	Language(s):	<ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ German
How much does it cost me:		Contact Person:	
Free of charge		Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com	

Support Service		EU project support	
Description	CCPIT supports European and Chinese organisations in the application and follow-up of EU-funded (research and technology) projects. To also enhance the participation of local Chinese actors in EU projects those are highly encouraged by CCPIT to apply and to cooperate with EU organisations.	Suitable for:	<ul style="list-style-type: none"> ✓ SMEs
My advantages	CCPIT has identified and is in constant contact with innovative companies in the Hunan region which are interested in European cooperation and are potentially available for you for joint EU projects.	Language(s):	<ul style="list-style-type: none"> ✓ Chinese ✓ English ✓ German
How much does it cost me:		Contact Person:	
Free of charge		Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com	

Support Service		International trade and economic agents	
Description	CCPIT is the local responsible actor in the Hunan region for the assistance of foreign companies to invest in China. Therefore, CCPIT can provide services to foreign companies which are interested in investing in China. Also, CCPIT provides favourable terms for the foreign investors by cooperation with industry parks.	Suitable for: ✓ SMEs	
My advantages	Profit by the special conditions that CCPIT can provide you through its cooperation with Hunan industry parks.	Language(s): ✓ Chinese ✓ English ✓ German	
How much does it cost me: Depending on individual efforts		Contact Person: Leon Li Telephone: +86 (731) 8477 3309 E-Mail: eleon0718@gmail.com	

5. Conclusion: Analysis and recommendations

In order to become an innovation-driven nation by 2020, the Chinese government has been setting the framework. A ground for this is the government's intention to move the country away from a manufacturing country to a high-tech country. The current twelfth five-year plan, as well as the Innovation-driven Strategy in 2012 are statements that are supposed to pave the way for this development.

The new positioning of the Chinese government from less export growth towards and a more substantial internal social and economic development offer opportunities for new research and development infrastructure and a rise of indigenous innovations. To stimulate the internal growth of innovative, high-level research and technology activities much infrastructure is provided and China tries to attract both expats and foreigners to implement their activities in China. Official incubators and business service providers facilitate the establishment of foreign TBCs and a start in China can always be a chance to hit a huge and new target group. On the other hand, the difficult access to the market, different perceptions of the protection of intellectual property and sometimes the lack of a common language seem to be still quite daunting to European TBCs.

Going to China comes along for European TBCs with both opportunities and challenges. The starting of performing RTD activities in China can be an excellent way of entering a huge new business market. The environment for RTD is constantly improving, as China's interest in playing a leading role as an innovation-driven nation is set high on the government's agenda. In addition, the number of well-qualified Chinese workers with a university degree is rising as well as of people being capable of speaking English and having been abroad for studying or work. However, one should be aware of the obstacles of not speaking the same language, the particular business culture in China and e.g. its forms of hierarchy. Also, it can be helpful to conclude contracts with some future room for manoeuvre, as in China, contracts are often not considered an ultimate cause.

The support services which are provided by European, its Member States and Chinese service providers are especially recommended to companies which have never operated in China, as the presented service providers are often well-established organisations with a strong industrial network and high expertise on matters relevant for foreign companies. Their services include:

- Provision of information on the local economy, local companies, research organisations, universities and government
- Expertise and training on legal aspects
- Partner search and match-making
- Provision of office space, interpretation and accounting services
- Consultation on international project acquisition and implementation

Recommendations

To European TBCs it is recommended to consider the following actions to pave the way to a successful start in China:

- Good preparation in advance: Be clear about your intentions in China. Define for yourself, what you plan to do and for how long you intend to stay in China
- Inform yourself about the organisation types in which foreign companies can legally operate on Chinese ground. Decide about which one is the most suitable for your planned activities and the duration of your stay
- Carefully decide on a Chinese region or city in which you will operate in. Consider the local industries and given infrastructure in your choice
- Inform yourself about China economic laws and business regulations. The consultancy and training services of European and Chinese service providers will help you to objectively get informed about latest developments
- Once you are in China, take opportunity of the locally provided support services such as those recommended in this handbook, which facilitate a start in China
- Be patient. It will take time to find local strategic cooperation partners. Building up research and business relations on mutual trust and understanding will need some endurance and patience

Give it a try!

References

Books & Reports

Bagnasco, Arch. Massimo (2013): 1st EU-China Innovation Cooperation Dialogue. European Chamber. Presentation held in November 2013.

Chao, Stanley (2012): *Selling to China*, iUniverse, Bloomington, IN, USA.

KPMG Advisory China (2011): *China's 12th Five-Year Plan: Overview*, KPMG China.

Sha, Sha. Huang, Theodore. Gabardi, Erwin (2013): *Upward Mobility: The future of China's Premium Car Market*, McKinsey & Company.

UNESCO (2010) *UNESCO Science Report 2010*, UNESCO Publishing, Paris, France.

Wang, Kun. Xiao, Xing (2009): Ultimate Government Control Structures and Firm Value: Evidence from Chinese Listed Companies, *China Journal of Accounting Research*, Vol. 2, Issue1.

World Bank (2013): *Doing Business 2014: Understanding Regulations for Small and Medium-Size Enterprises*, Washington, DC: World Bank Group.

Websites

CEN-CENELEC: www.cencenelec.eu/intcoop/projects/visibility/CESIP/Pages/default.aspx (13.04.2014)

China Business review: <http://www.chinabusinessreview.com/domestic-innovation-and-government-procurement-policies/> (12.04.2014)

China Business review: <http://www.chinabusinessreview.com/introducing-the-foreign-invested-partnership/> (10.04.2014)

China Spectator: <http://www.businessspectator.com.au/news/2014/3/10/china/chinas-consumption-paradox> (10.04.2014)

EU SME Centre. Euraxess. China IPR SME Helpdesk: http://ec.europa.eu/euraxess/index.cfm/links/joint_research_structures/china (11.04.2014)

KPMG – Education in China <http://www.kpmg.de/docs/Education-in-China-201011.pdf> (11.04.2014)

MEC – Consumption Trends China 2013: http://www.wpp.com/~media/sharedwpp/readingroom/media/mec_cic_media_consumption_trends_china_nov12.pdf (April 2014)

The Economist: <http://www.economist.com/blogs/freeexchange/2012/10/rebalancing-china> (10.04.2014)

Wikipedia: http://en.wikipedia.org/wiki/Education_in_China#Educational_investment (11.04.2014)

World Bank – World Development Indicators China: <http://data.worldbank.org/country/china> (10.04.2014)

This handbook presents an overview on selected case studies of business support services for European technology-based companies (TBCs) interested in performing research, technology and development (RTD) activities in China. Its overarching aim is to stimulate and support research and technology cooperation between European and Chinese companies by collating a selection of relevant industrial support instruments and services available for European TBCs offered in China and Europe.

The handbook was developed within the framework of the Dragon-STAR project by Steinbeis-Europa-Zentrum (SEZ). The target group of this handbook is European TBCs interested in getting embarked in international collaboration by establishing in China for the purpose of performing RTD activities there.

Whereas establishing and building up of a successful and sustainable business relationship with Chinese cooperation partners demands a fair amount of patience and time and it entails being confronted to challenges and obstacles, China is yet a highly attractive market for RTD activities.

www.dragon-star.eu

ISBN 978-3-95663-027-9



www.steinbeis-edition.de

 Steinbeis-Edition