

GLOBAL BUSINESS IN AN ERA OF (DIGITAL) INNOVATION & NEW TECHNOLOGIES

- *WHAT'S IN IT FOR*  **EUROPE** ?

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WHAT IS HAPPENING IN THE EAST

“Made in China 2025”

– Chinese version of industry 4.0

Only a limited number of Chinese companies are ready to put the Industry 4.0 initiatives into operation. – Mc Kinsey

Manufacturing automation to drive China's robotics spending to US\$59bn by 2020.

– IDC

EUROPEAN INNOVATORS,
DO YOU DARE REACHING
OUT TO CHINA?

**Helping you to negotiate
with Chinese partners is one
the main aims of ChinaEU**

THREE QUESTIONS TO ASK BEFORE ENTERING THE CHINESE MARKET

Do I, as a European company, provide more secure, trustable solutions than my Chinese counterparts?

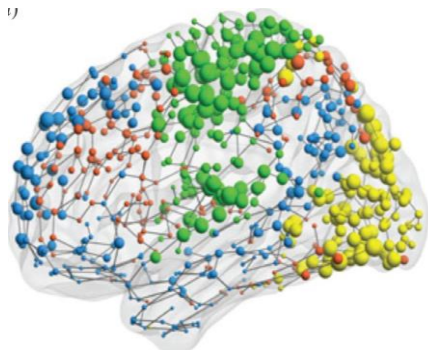
Or have I developed specific solutions that improve the efficiency of manufacturing processes and could be implemented in China?

If yes, where should I start from? China is big...



ITALIAN STARTUP PITCH DAY AT 898 INNOSPACE

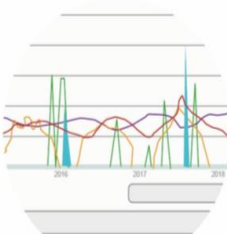
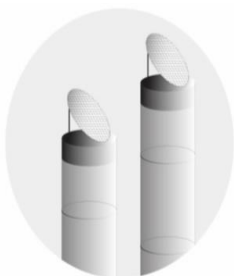




Precision
sensor

Microclimate
monitoring

Prediction of
vine diseases

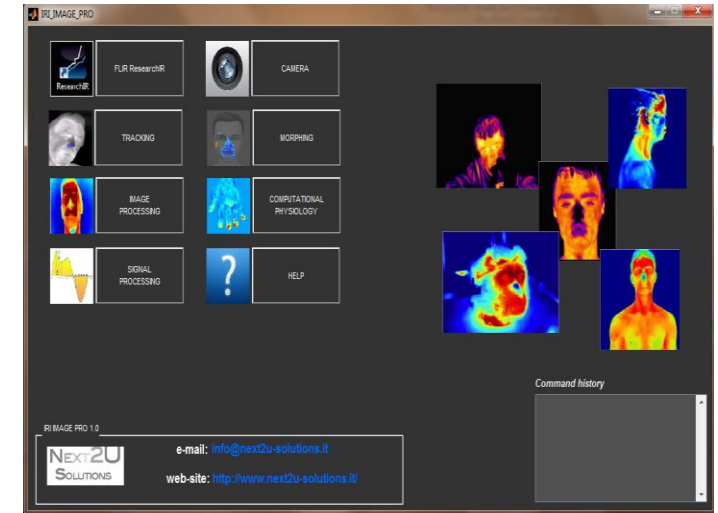


DECREASE IN
LOSSES

ENVIRONMENTAL
SUSTAINABILITY

DIGITIZING THE CHINESE WINE PRODUCTION

DIGITIZING AIR TRAFFIC SECURITY





NINGBO INSURE-
TECH CONTEST
SPONSORED BY
FOSUN

DEALING WITH CHINESE PARTNERS IS A LONG RIDE



Xiongan

A master plan for Xiongan to develop into a green, intelligent, and livable modern city by 2035, which will spur investment of up to at least 10 trillion yuan (\$1.58 trillion).

Chengdu

- subsidies for projects
- free office space
- startup visas and residence permits

Chongqing

- tax facilitation measures
- visa facilitation
- new housing for foreign talents
- 10-billion-yuan seed capital fund

Beijing

Shanghai

Hangzhou

New policies to attract foreign talents, including up to 5M RMB (640,000 EURO) of subsidies for foreign projects

Shenzhen

Hainan

Free Trade Zone

OPPORTUNITIES FOR EUROPEAN COMPANIES DON'T EXIST ONLY IN CHINA

Our industry should be attentive to grasp the opportunities offered by the expansion of Chinese companies in Europe, for example:

- DJI for joint development of drones' commercial applications;
- WeChat and Alibaba's platforms for businesses who want to tackle Chinese online consumers;
- Ctrip for visibility in China's outbound tourism market.

ARE YOU INTERESTED IN
GOING TO CHINA?

YOU ARE NOT ALONE!!!



Welcome to

EUROPE CHINA Innovation Network

CONNECTING EUROPE AND CHINA.

A Startup Project Initiated by ChinaEU