

On June 22nd, 2018 the European Network of Research and Innovation Centres and Hubs (ENRICH) officially certified EU Sino as one of its new Soft-Landing Zones.

The Soft-Landing Zone status shows that EU Sino is a qualified organization capable of aiding STI – related (Science Technology Innovation) businesses to land in China. This is the beginning of a lasting cooperation between ENRICH and EU Sino.



ENRICH is a global network of centres and hubs that supports the internationalization of European science, technology and innovation. Promoted by the European Commission through Horizon 2020, the ENRICH network currently offers services to connect European research, technology and business organizations with three global front-runner innovation markets: Brazil, China and the US. (www.enrichcentres.eu)

Soft-Landing Zone provides a packaged landing service: from localization guidance, administrative support, to advice on laws and regulations affecting RDI – related activities (Research Development Innovation).

For our 2nd round table in June in Shanghai, with the topic of ‘how companies select their operational sites’, EU Sino collaborated with ENRICH. Once more ENRICH, will be our partners for our 3rd round table event this year: **September 7th in Shenzhen**. This event will focus on how Shenzhen has integrated innovation into its industries. (www.eusinobc.com/events/)



ENRICH has a network of 11 Soft-Landing Zones in China. Currently among the first certified Landing-Zones, EU Sino, is recognized as the key service provider to European companies planning to land in Suzhou.