

Your opportunity in China

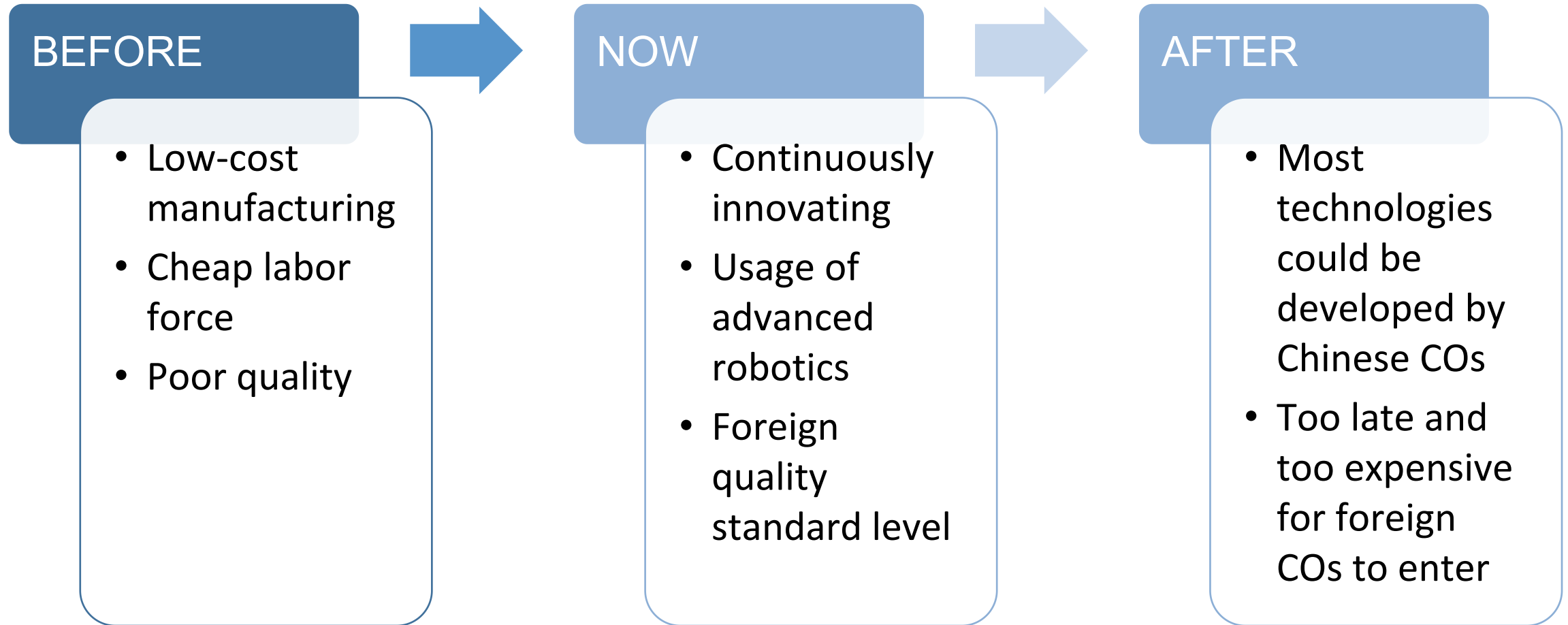
Enter the Middle Kingdom with EU Sino

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Now is the right moment to
enter China

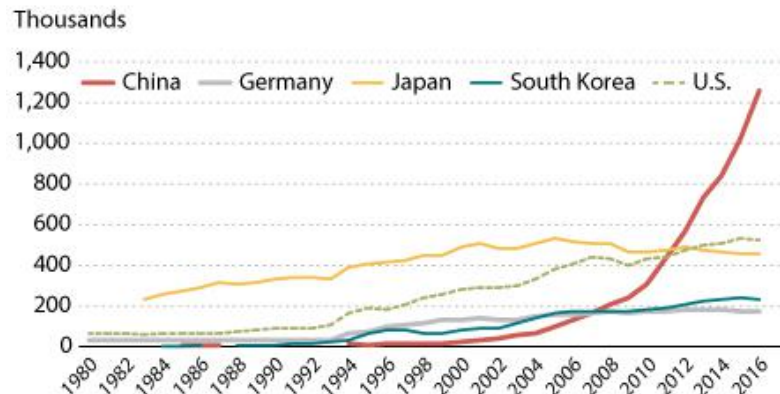
Chinese innovation is catching up



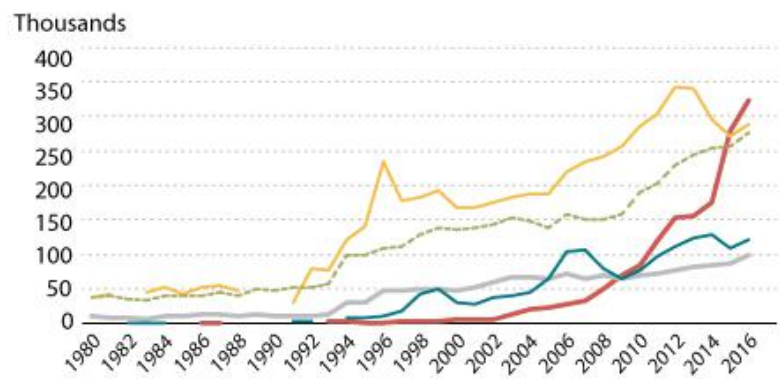
We know-how !

The window of opportunities

A. Patent Applications, 1980-2016



B. Patent Grants, 1980-2016



SOURCE: World Intellectual Property Organization.

Opportunities you have in China:

- ✓ Access to a huge market in need of your products
- ✓ Reach key market players in innovation
- ✓ Benefit from those technologies: in some industries, Chinese tech has exceeded Western ones



中国中车
CRRC



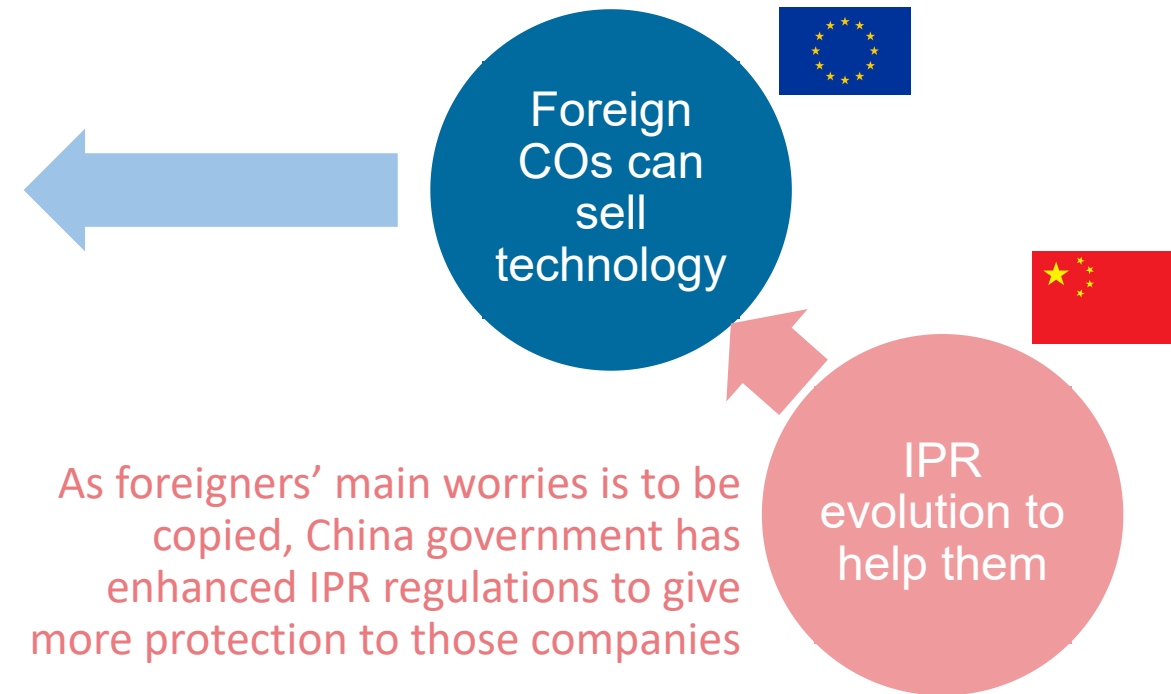
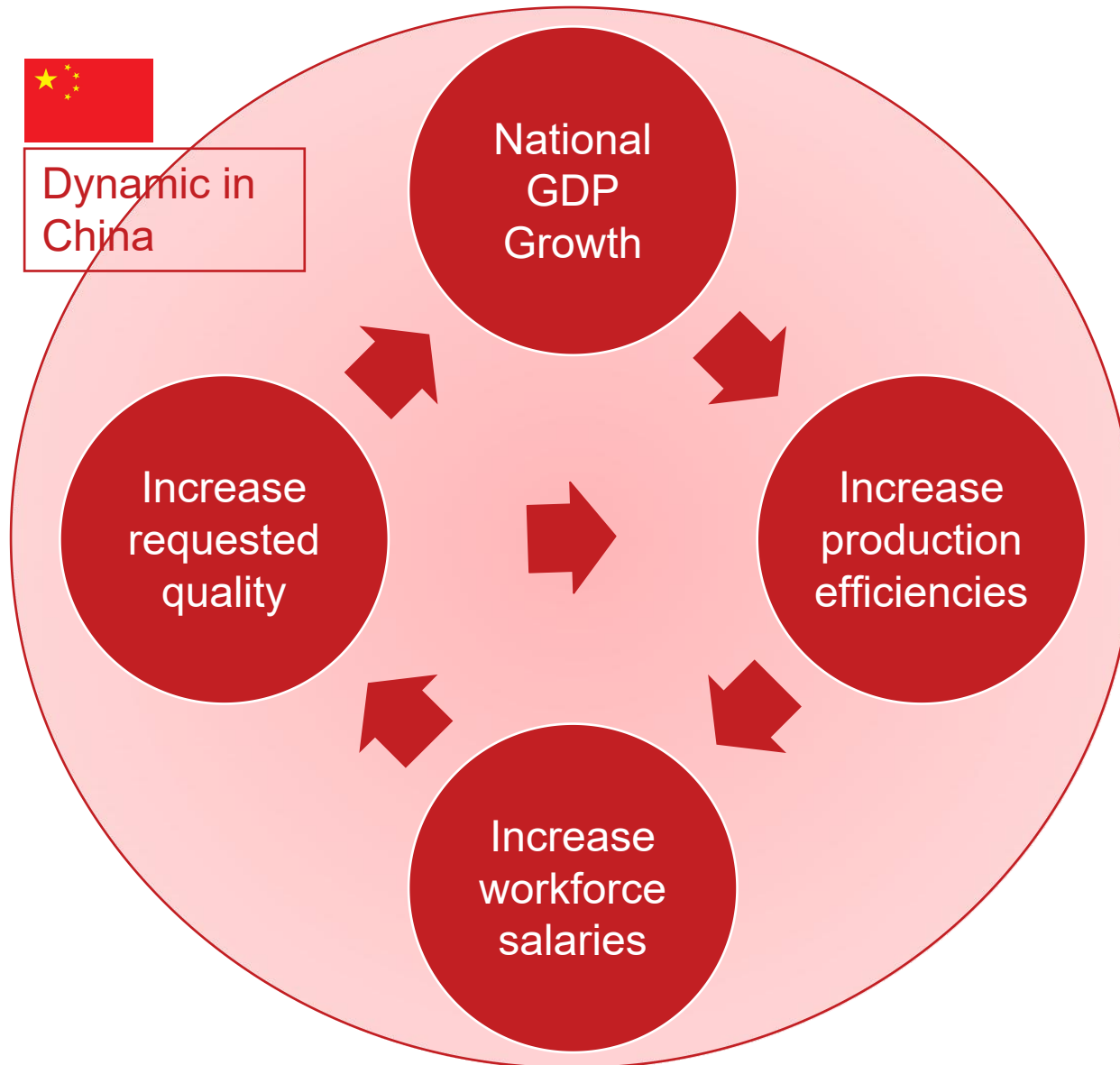
Tencent 腾讯

We know-how !

In **red** is a figure of what is happening in China: National plans such as Made In China 2025 aim at increasing domestic growth. Studies has showed that in order to reach this target, Chinese companies need to enhance their productivity. As a consequence, more qualified workforce are paid higher

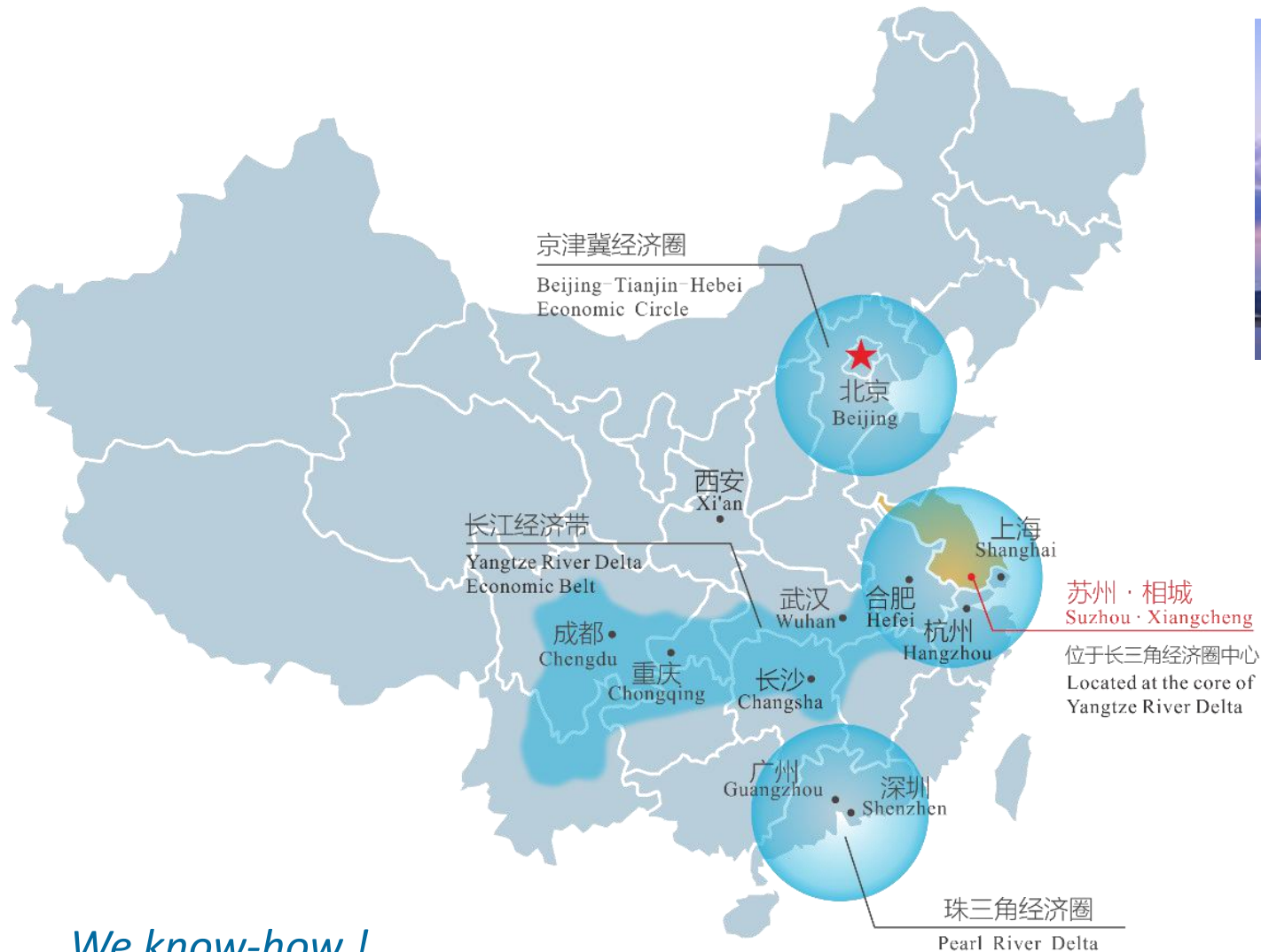
wages. Their level of life increases so as the quality of products they are expecting.

In **blue** are the effects for Western companies and how they can position themselves in this ecosystem. As Chinese companies are growing, they are still lacking some technologies. This is where Foreign Cos can gain market shares by selling to them.



One city for one purpose

One city for one purpose



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A soft spot between 1st & 3rd tier cities

1st tier cities – big Chinese cities:

- Beijing (Beijing-Tianjing-Hebei Economic Circle)

A very political city where innovation is centrally pushed

- Shanghai (Yangtze River Delta)

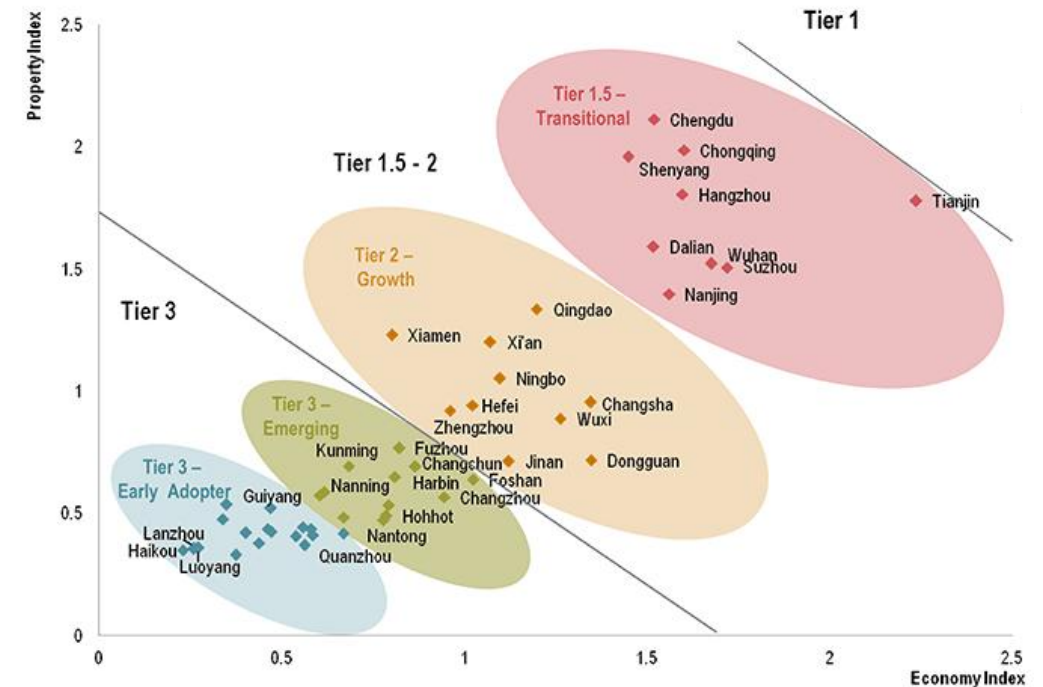
The international city seen as the economic and business center of China

- Guangzhou, Shenzhen (Pearl River Delta)

Ex-manufacturing center, now “entrepreneurs’ Heaven”, especially in hardware start-up ecosystem

3rd tier cities – remote inland regions of China:

- Infrastructures, market and population under-developed
- Regulations still not properly implemented → Potential for foreign companies to get some advantages in some specific industries (such as polluting ones)



- Possible big investments needed in terms of facilities and employees
- Can be interested in the mid-term but in the long term, will probably have to face big changes due to Chinese government interventions

We know-how !

A soft spot between 1st & 3rd tier cities

2nd tier cities have a strong potential

- Great potential with growing ecosystem for western companies
 - Cheaper than 1st-tier cities, friendly living environment for foreigners compared to 3rd tier ones.
 - Some are specialized per industries and others push for certain scope of activities (R&D centers, manufacturing parks, technology centers, etc.).
- Most interesting here is to understand how the city will continue to develop, what strategy the local government is adopting and what direction the business environment is taking, so that you understand how your business can fit in.

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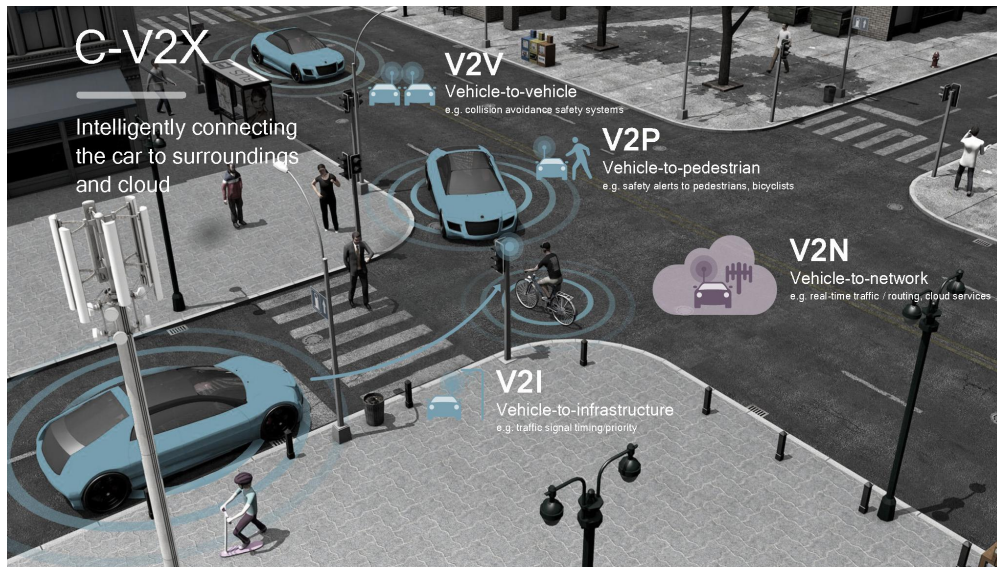
A 1st tier environment
in a 2nd tier city:
“1.5 tier cities”

Benefits of Suzhou - Xiangcheng



As a district of Suzhou, Xiangcheng is like a 2nd tier area in a 1.5-tier city:

- ✓ New district, created in 2001 → It is developing towards innovative and R&D sectors. Local governments are building the area with relevant infrastructure needed: strategy & actions plan coherence
- ✓ A lot of existing developed manufacturing parks around (SIP, Kunshan, Taicang, etc.) – being in XC is being close to your potential customers or partners, yet you still have the flexibility of developing yourself.
- ✓ Nice area for living – attractive for foreign or Chinese white-collars (who more and more flee big cities like Shanghai because too costly to live in and quick pace of living)
- ✓ Other supporting policies (talent apartment, office rental subsidies, taxes decrease, etc.)



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Geography - Xiangcheng

Geography wise, Xiangcheng has an easy reach to tier 1-2-3 cities by railways, highways and air:

- 25min to Shanghai, 1h to Nanjing and 1.5h to Hangzhou by train via Suzhou North Station
- 5 highways leading to Yangtze River Delta
- 5 airports: Nanjing, Wuxi, Hangzhou and 2 in Shanghai
- 4 harbors: Zhangjiagang, Nantong, Taicang and Shanghai



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Welcomed innovative
sectors

Welcomed innovative sectors

Industrial application of advanced technologies



Innovative transportation



New materials



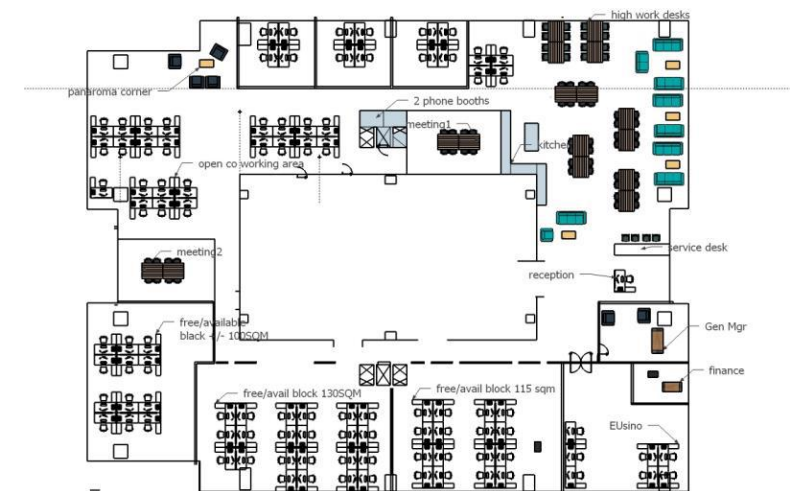
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Lower your entry barrier
with EU Sino

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- ✓ Owned but also managed by a team of business- and culture- experienced people in both Europe and China. → We help you adapt to the local market
- ✓ Official relationships with local governments → We help you present your project so that the government understands it and get you better supporting policies
- ✓ Thanks our wide network, we help you by introducing to efficient partners (Chinese or foreign)
- ✓ We have developed Innostation, an incubator for accelerators and Sinnovator → It will limit your investment to enter the market by providing office space and legal hosting of your company



We know-how !

THANK YOU