



ENRICH – European Network of Research and Innovation
Centres and Hubs, China

Support your Growth in China - ENRICH Service Offer

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I.

ENRICH Service Offer

II.

ENRICH Clients

III.

Service Portfolio

IV.

What is Next?



I.

ENRICH Service Offer

II.

ENRICH Clients

III.

Service Portfolio

IV.

What is Next?



Going Beyond the Existing Offer

- ✓ A true European approach – aiming to connect and support organisations from EU Member States and Associated Countries (MS/AC);
- ✓ Reaching out to organisations of MS/AC with fewer collaboration programs with the Chinese market.



Going Beyond the Existing Offer

- ✓ **ENRICH** does not reinvent the wheel;
- ✓ Working together with EU and MS/AC initiatives in China to:
 - ✓ Scale the existing offer: widen the reach out and maximize the impact; focus on research and innovation
 - ✓ Bring together the partners` expertise and experience in the Chinese STI landscape;
 - ✓ Create synergies and collaborations.



I.

ENRICH Service Offer

II.

ENRICH Clients

III.

Service Portfolio

IV.

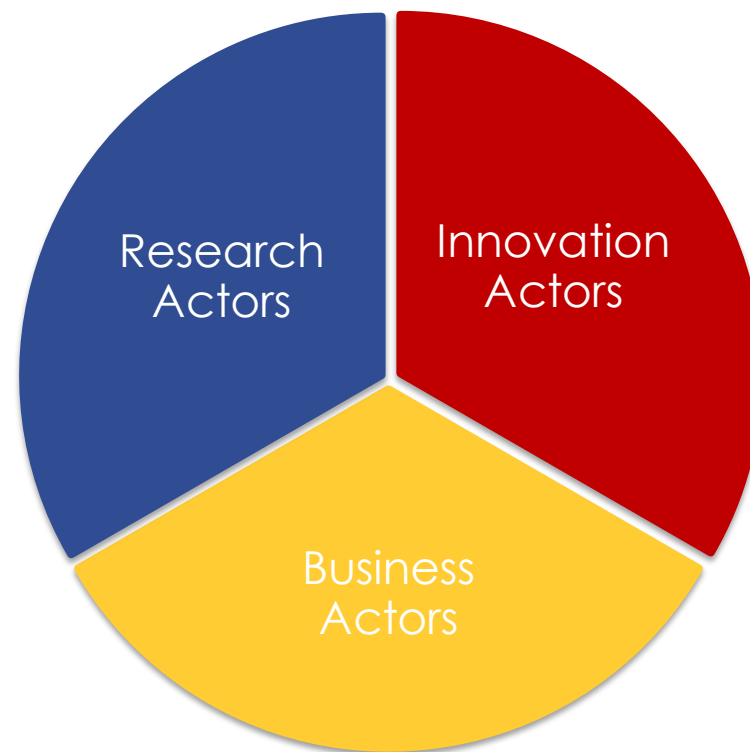
What is Next?



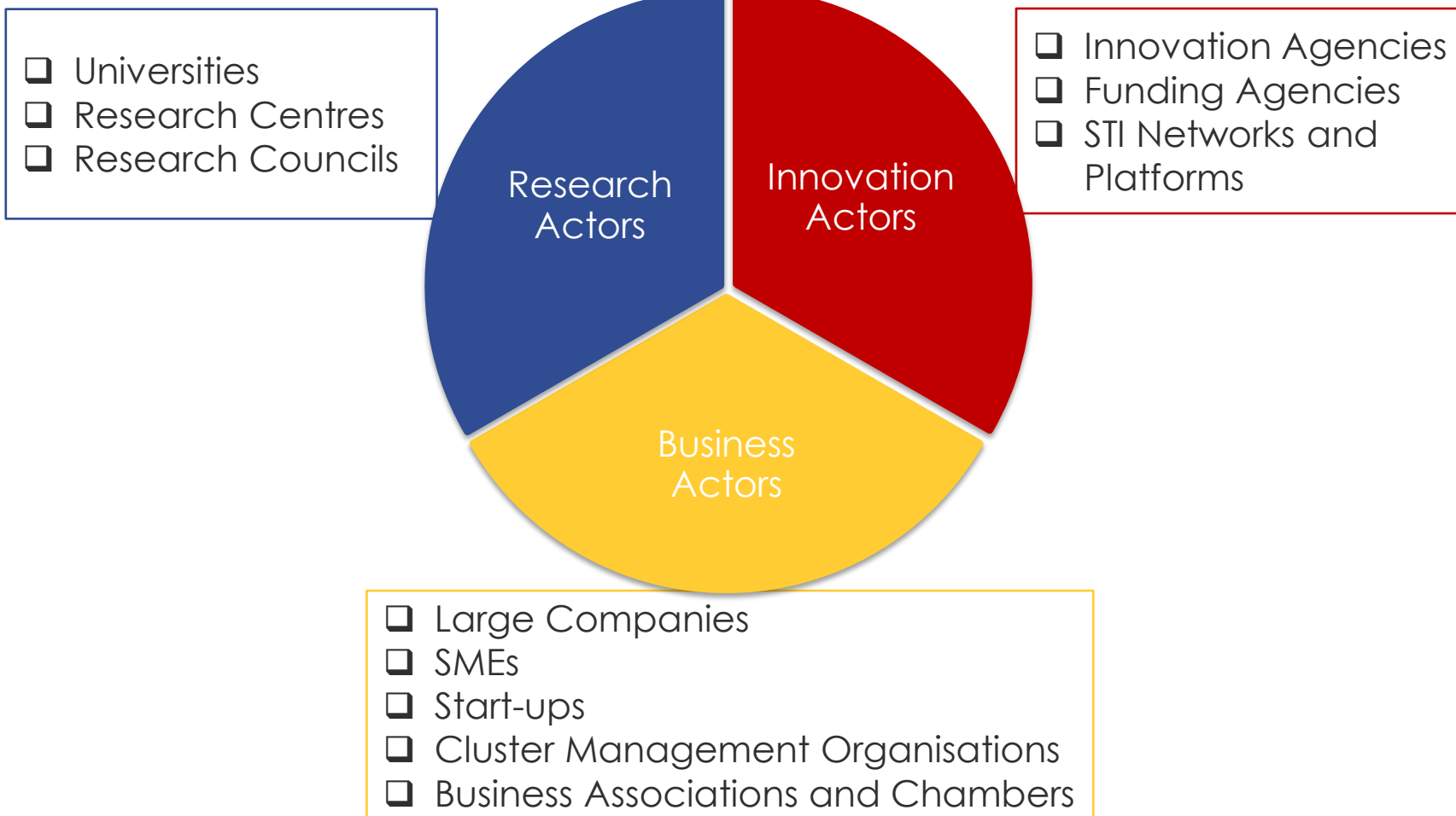
II. ENRICH Clients

ENRICH is able to work with clients from the entire innovation value chain

From research to market

II. ENRICH Clients



I.

ENRICH Service Offer

III.

Service Portfolio

II.

ENRICH Clients

IV.

What is Next?



III. Service Portfolio



RDI Consultancy and Coaching



STI RDI Intelligence



Soft Landing and Co-working



Fostering Open Innovation through Training



Cooperation Enabling Events



RDI Briefings



Innovation Support Certification

RDI Consultancy and Coaching

Offer

To provide **specialised support, customised strategic orientation and personalized technical assistance** to the Centre's clients, building upon their very **specific research, development and innovation needs** and priorities related to China.

What Is New

- To address the **needs related to the science and technology fields;**
- To **tackle regional markets of China,** outside the traditional economic-political axis of Beijing-Shanghai.

RDI Consultancy and Coaching

All coaching and consultancy activities are conducted on a **one-to-one basis** in order to provide the needed **customized service**. The service is of two types:

Consultancy

- ❑ Extensive support that may include background research/inquiries and a clear methodology to achieve the client's specific objective.

Coaching

- ❑ Short term guidance on a very specific need or challenge;

STI RDI Intelligence

Offer

To deliver **value added and novel S&T RDI community related information, facilitating** European companies and researchers' **access to** (or further development of) **partnerships, markets, research, and projects in China.**

Benefits

- ❑ **Market intelligence applied to the STI field;**
- ❑ **Innovation-related studies and research thematic specific studies** were identified as highly demanded services through ERICENA survey.



STI RDI Intelligence

- STI landscape analysis;
- Feasibility studies;
- Technology watch;
- Foresight;
- Open innovation plans;
- Strategic partner search.



Soft Landing and Co-working

Offer

To ensure **European innovative businesses and researchers entering or expanding into China** are provided with an accelerated introduction to their target ecosystem.

Benefits

- ❑ Providing **multiple geographical options for their market entry point in China;**
- ❑ **Wide range of concrete services.**



Soft Landing and Co-working

- ❑ **Localization guidance** – Assistance to find the most suitable space to start operating in China.
- ❑ **Co-working space offer** - Temporary or permanent individual open seating, dedicated office seats as well as private offices could be offered.
- ❑ **Administrative and Secretariat support** (licenses to operate in China, translation services, office support, etc.).
- ❑ **Compliance check on laws and regulations affecting RDI-related activities** (e.g.: trials, scientific equipment imports, etc.).
- ❑ **Introduction to the local scientific and business community.**

Fostering Open Innovation through Training

Offer

To deliver value added and novel open innovation training series that will facilitate European companies and researchers' **access to** (or further development of) **partnerships, markets, research, and projects in China.**

Benefits

- ❑ Increasing demand on open innovation activities is in demand and **quite unique when placed within the context of EU-China relations within the S&T RDI community;**
- ❑ Training was identified within the **top 5 most demanded services** in ERICENA survey.

Fostering Open Innovation through Training

Open Innovation Short Course:

- ❑ 30 hours of training over consecutive days;
- ❑ 6 short courses will take place annually.

Open Innovation Workshop:

- ❑ 8 hours of training in a single day;
- ❑ 6 workshops will take place annually.

Upcoming Training Topics:

- ❑ Steps to build international RDI consortiums;
- ❑ Introduction to the Chinese STI landscape;
- ❑ Knowledge and technology transfer, among others.



Cooperation Enabling Events

Offer

To create an **environment for face-to-face interactions**, allowing for the **exploitation of research, innovation and business cooperation opportunities**.

Benefits

- ❑ **Matchmaking a broader range of actors from the innovation value chain;**
- ❑ **Providing the conditions for favourable deployment of new collaborative schemes.**



Cooperation Enabling Events

- Matchmaking sessions
- Roadshows
- Business visits
- Scientific exchanges
- Seminars
- Conferences



Thematic focused events on sectors of mutual interest

RDI Briefings

Offer

To provide the **European and Chinese S&T RDI communities relevant and time sensitive news** that will assist in establishing the Centre as an **effective source within these communities.**

Benefits

- ❑ **International research and innovation opportunities for collaborative RDI projects** between European and Chinese S&T RDI organisations;
- ❑ **Reliable and useful information,** meaningful for both European and Chinese organisations.

RDI Briefings

Electronic summary of:

- ❑ Latest developments in Chinese STI landscape;
- ❑ Existing STI funding opportunities;
- ❑ Successful examples of STI collaborations.





Innovation Support Certification

Offer

To **certify a select number of organisations**, the **ENRICH Soft Landing zones (ESL zones)**, in order to provide the European S&T RDI community a range of **credible sources for services related to innovation** that are located **in China**.

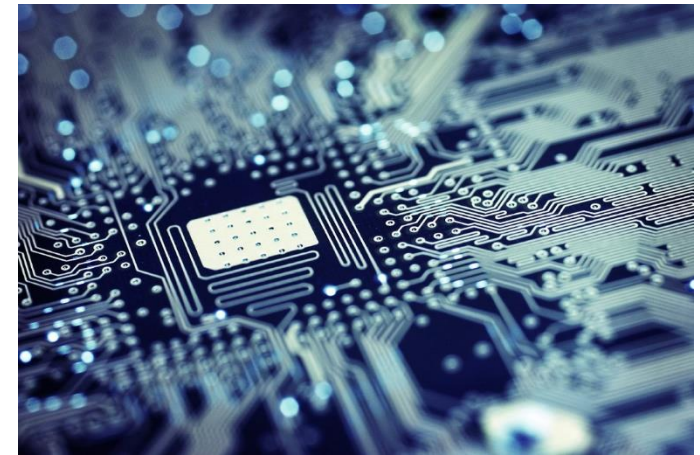
Benefits

- ❑ Taking trust as the cornerstone for a **successful scientific, technological and business cooperation in China**;
- ❑ Find the **right and reliable partner** for a **collaborative endeavour or a joint venture**;
- ❑ To provide a **trustful quality label**.



Innovation Support Certification

- ❑ An upcoming Call for expressions of interest;
- ❑ Up to 30 organisations certified as ESL zones.



I.

ENRICH Service Offer

III.

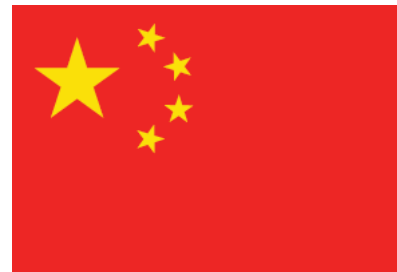
Service Portfolio

II.

ENRICH Clients

IV.

What is Next?



IV. What is Next

Categories / Services	Offer
<p>RDI Consultancy and Coaching:</p>	<ul style="list-style-type: none"> • Strategic Planning of Collaborative R&D Centres in China • Identification of Potential Clients/Suppliers/Partners • Guidance on International Mobility Opportunities for Researchers • Innovation Management Systems • Innovation Planning in China • Market Entry Strategies
<p>STI RDI Intelligence:</p>	<ul style="list-style-type: none"> • Manual “All you Need to Know About the Chinese Market” • Market Sectoral Analysis Report • Policy Analysis Report • Report on Technology Transfer • Best Practices Showcase - Market Approaches, Effective Policies, Technology Transfer

IV. What is Next

Categories / Services

Offer

Soft Landing & Co-Working:

- Administrative and Secretariat Support
- Compliance Check on Laws and Regulations Affecting RDI-related Activities
- Introduction to the Local Scientific and Business Community
- Localization Guidance
- Co-Working Space Offer

Fostering Open Innovation Through Training:

- Innovation, Entrepreneurship & Industry Upgrading in China
- Chinese Landscape of Intellectual Property Rights (IPR)
- Funding Opportunities for EU-China Research Collaboration
- Understanding Chinese STI Landscape
- Sector Trends in China: ICT
- Sector Trends in China: Health
- Understanding Chinese Responsible Research & Innovation (RRI) Landscape

IV. What is Next

Categories / Services	Offer
Cooperation Enabling Events:	<ul style="list-style-type: none"> • Scientific Exchange Initiative • Making Business in China
RDI Briefings:	<ul style="list-style-type: none"> • ENRICH China Newsletter
Innovation Support Certification:	<ul style="list-style-type: none"> • Certification of Accredited Soft Landing Zones • Audit

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