



## 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

## 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.



# I. ENRICH Service Offer

## 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.



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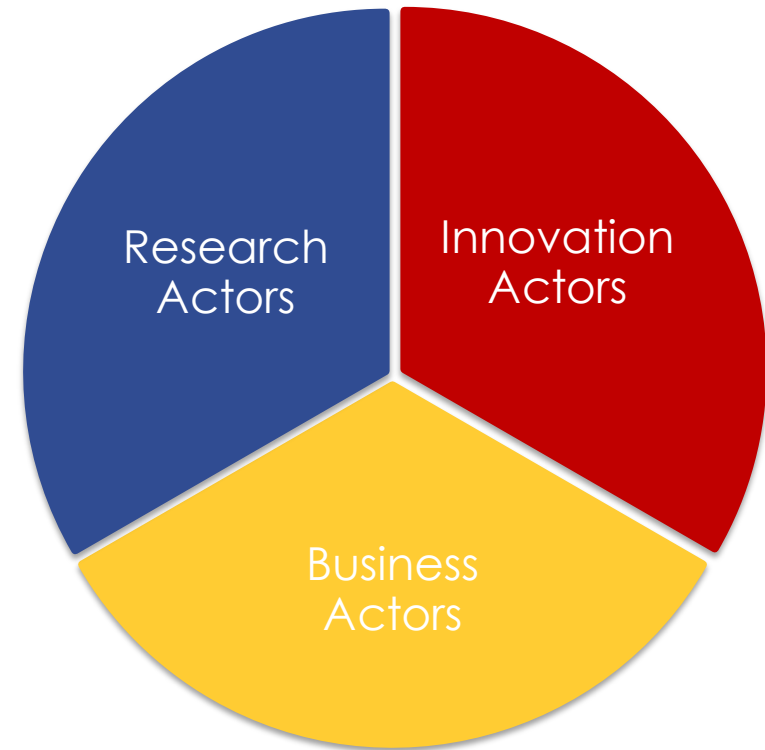
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## II. ENRICH Clients

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

From research to market



## II. ENRICH Clients





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## 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;

## III. Service Portfolio

### 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.

## III. Service Portfolio

### STI RDI Intelligence

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



## III. Service Portfolio

### 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.**

## III. Service Portfolio

### 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

## III. Service Portfolio

### 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

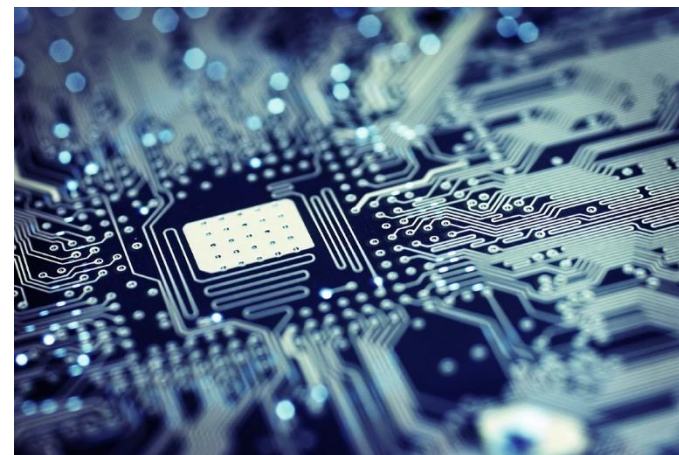
To **certify a select number of organisations**, the **ENRICH Soft Landing zones (ESL zones)**, in order to provide the European S&T RDI community a range of **credible sources for services related to innovation** that are located **in China**.

### 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.





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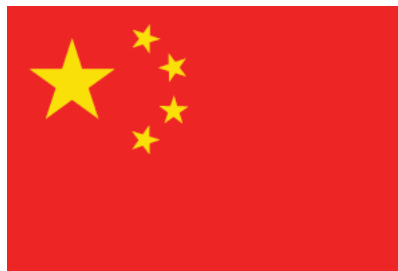
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## IV. What is Next

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

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

# Contact us in China and in Europe!

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