

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

Soft Landing in China – ENRICH Soft Landing Zones

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❖ SOFT LANDING

ENRICH focuses on the needs of research and innovation focused organisations from Europe that need a **highly tailored** support offer to provide for a smooth entrance into the Chinese market

❖ INDIVIDUAL AND FAST TRACK SERVICE

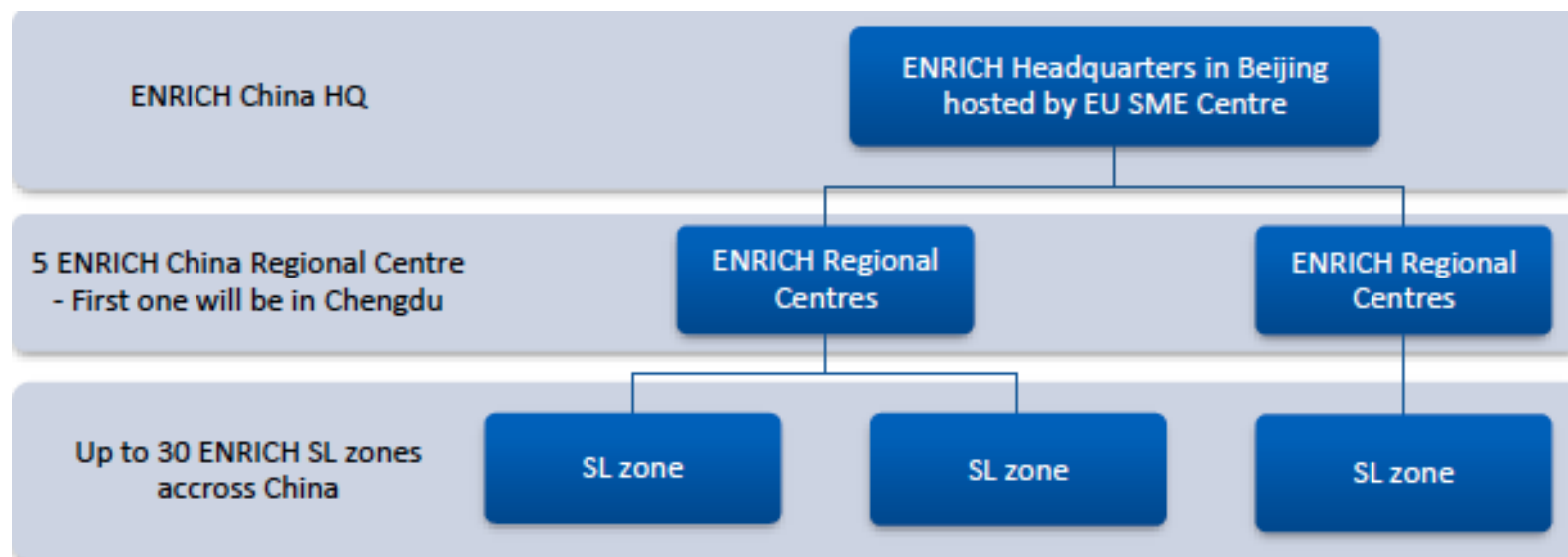
ENRICH will analyse European companies and researchers needs and match them with the most appropriate Soft Landing Partner in China. The ENRICH Soft Landing Zones will go beyond standard business support packages and offer a bespoke innovation support programme to facilitate **fast track access** to research, innovation and business opportunities

❖ SOFT LANDING SERVICE EXAMPLES

- Facilitate links and introductions to local STI communities
- “Open doors” and provide access to Research and Innovation eco-systems
- Access to the best partners for Knowledge and Technology Transfer
- Company and organisation registration ; tax registration; annual auditing
- Customs and logistics assistance; multilingual services (translation & interpretation)
- Advice on Chinese legislation, regulations, IPR, and policies on trade
- Assistance with HR issues; help liaising with government bodies, enterprises and industrial associations

ENRICH Soft Landing Zones

ENRICH China will develop a trustful quality label, acknowledging S&T RDI organisations in China who can provide ‘Soft Landing Services’ for European companies and researchers. This select number of organisations will be labelled as **ENRICH Soft Landing zones** (ESL zones).



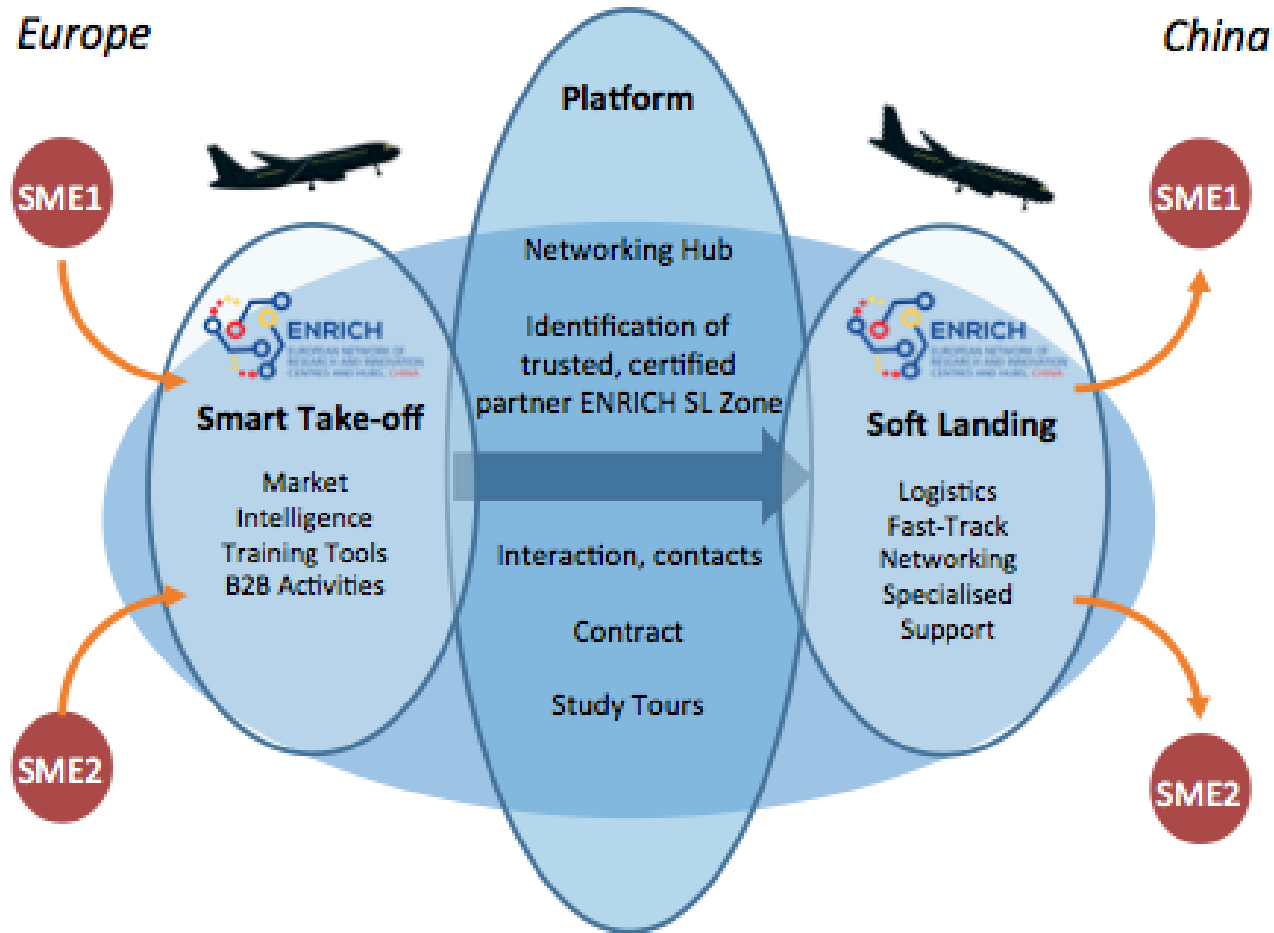
ENRICH Soft Landing Zones

European companies that want to expand into Chinese market need unique programs and services, and ENRICH Soft Landing Zones in China identifies the business support organisations that excel in serving these companies while providing them with **support** and **visibility**.



Our Soft Landing Zones network in China ensures that European businesses entering or expanding into China are provided with an **accelerated introduction** to that country's business practices, regulations and culture, as well as an easy access to the resources necessary to meet their **research, innovation and business** goals.

ENRICH Soft Landing Zones



ENRICH Soft Landing Zones

The ENRICH Soft Landing zones certification is open to any innovation and business support organisation in China who clearly demonstrate they have the resources and programming to meet the needs of foreign/European companies that want to enter their market.



ENRICH Soft Landing Zones

To apply for the ENRICH Soft Landing Zone certification, organisations should meet the following criteria:

- Proven track record of serving foreign companies (research and innovation focused)
- Management that specialises in helping foreign companies entering the Chinese market
- A full range of support services addressing the needs of European firms and researchers



❖ CREDIBILITY

The ENRICH Soft Landing Zone Certification provides global credibility and exposure that enable European and Chinese business support organisations in China to attract new clients and differentiate their programs as being specially equipped to work with foreign companies. It also proves program quality to prospective inbound companies, potential partners and available funding sources.

❖ VISIBILITY

ENRICH will provide promotion and marketing support to the ENRICH ‘ambassadors’, social media and press coverage, tailored support such as peer-to-peer activities, access to annual high-level events and meetings in Europe and China.

ENRICH in Chengdu

The first Regional Centre and Soft Landing Zone of ENRICH China is in Chengdu, within the Business and Innovation Centre for China-Europe Cooperation.

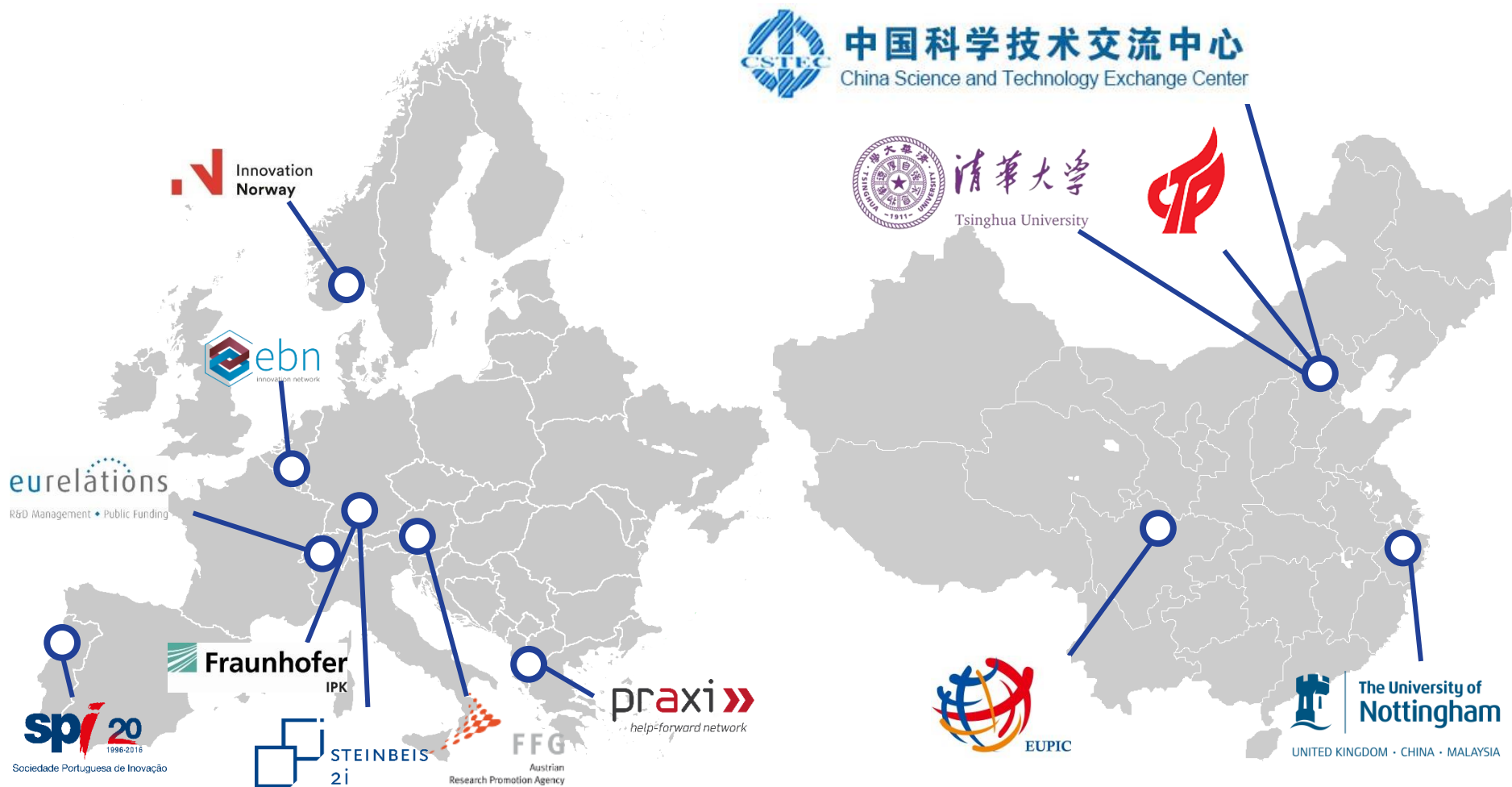


Chengdu, China

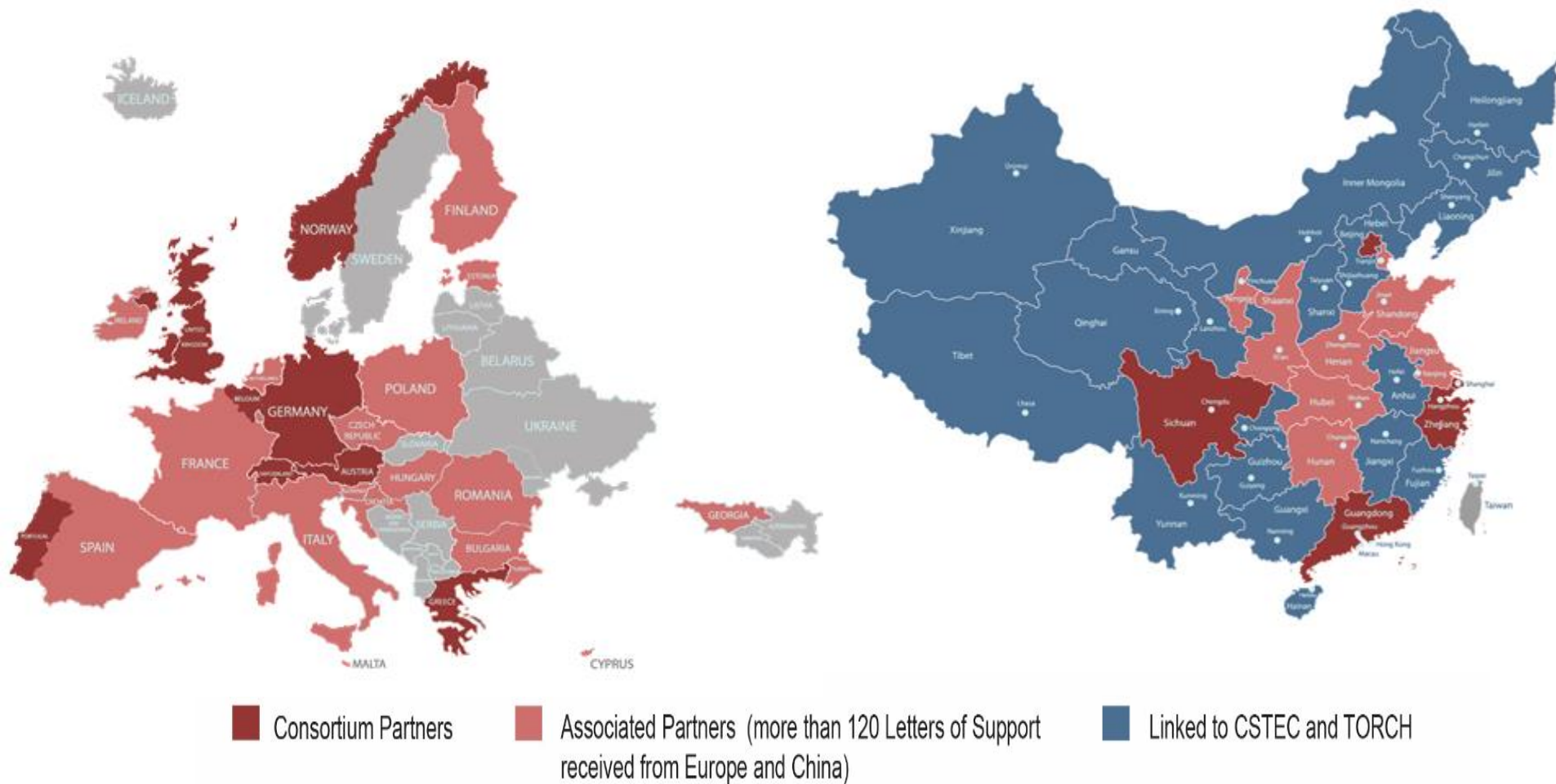
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ENRICH Consortium – from Europe to China



ENRICH Network of Stakeholders



ENRICH Other EU initiatives linked with China

Links to EU initiatives and existing STI infrastructures

- ERICENA will create and enhance links and synergies with other relevant EU initiatives and STI infrastructures, particularly those with a physical presence in China.
- ERICENA will work as an interface that links EU organisations in China with their customers and partners.



Looking for synergies and cooperation to avoid overlap and competition!

Links to leading Chinese STI stakeholders



ENRICH Partners

