



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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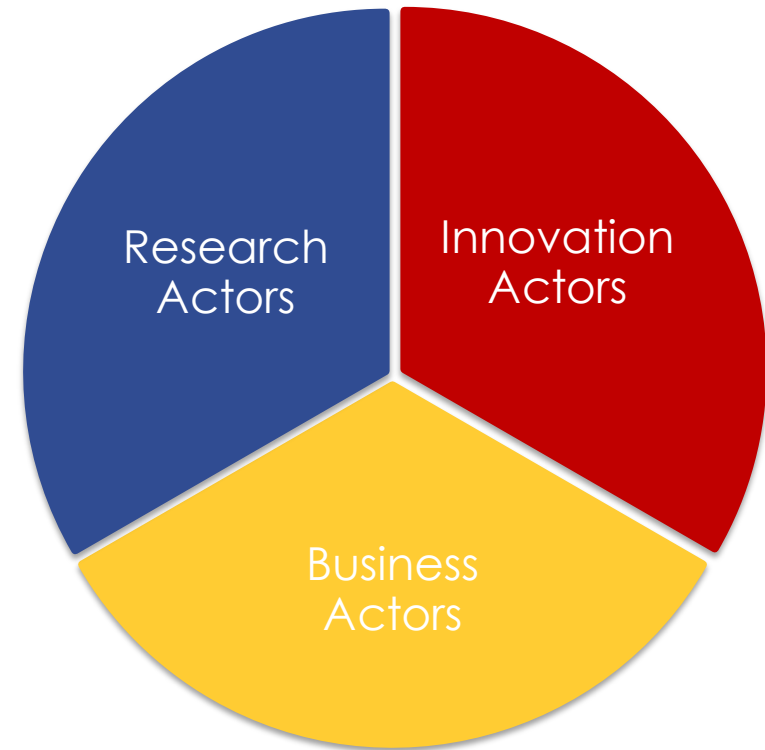
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II. ENRICH Clients

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

From research to market



II. ENRICH Clients



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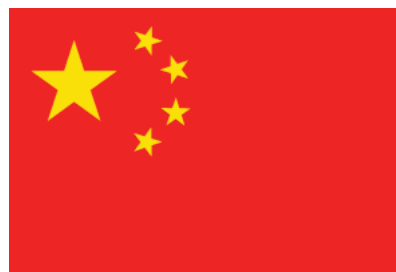
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III. Service Portfolio



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.



III. Service Portfolio

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

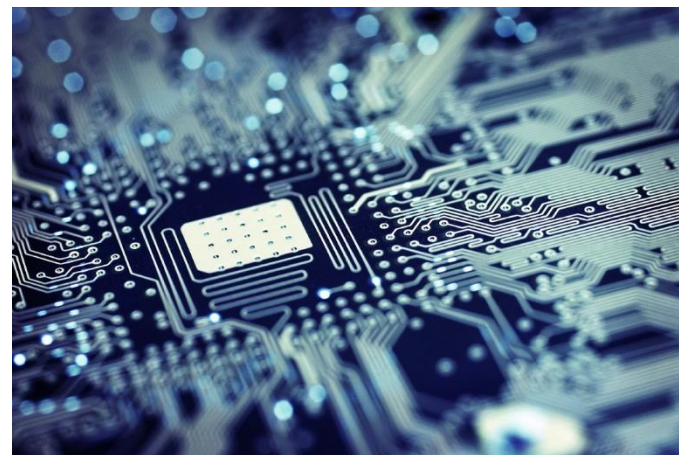
To **certify a select number of organisations**, the **ENRICH Soft Landing zones (ESL zones)**, in order to provide the European S&T RDI community a range of **credible sources for services related to innovation** that are located **in China**.

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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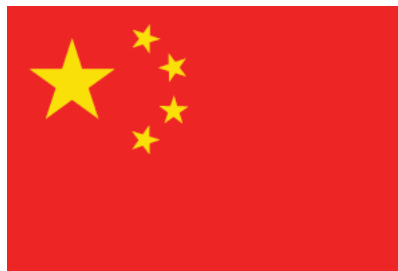
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IV. What is Next

Categories / Services	Offer
RDI Consultancy and Coaching:	<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
STI RDI Intelligence:	<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

Contact us in China and in Europe!

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