



# Successful Market Access and Business Development in China

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Sierra von Tucher  
01/12/22



Co-funded by  
the European Union



The image is a split-screen photograph of a Swiss village. The left half shows a dark, overcast sky and a mountain range. The right half shows a bright, sunny day with a large church and a lake. The text is overlaid on the left side.

# EU Tech Chamber Introduction

*Technology Obliges!*



# EUTECH VISION & GOALS

EUTECH

The European Technology Chamber (EUTECH) is a registered Not-for-Profit on a mission to enable European businesses to use technology for the benefit of Europe and humanity, guided by our vision: Technology Obliges. We believe the following 3 goals to achieve our mission:



## Growth

Helping Companies  
Worldwide Accomplish their  
Growth Potential



## Sustainability

Reaching the UN's Sustainable  
Development Goals.



## Competitiveness

Strengthen and Promote  
European Technologies & Values



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# OUR ALLIANCES

Europe's Leading Technology Network



## Regional Alliances



APAC



Africa



Americas



DACH



## Tech Alliances



IoT



Mobility



Energy



Smart Cities



Environment



Digital  
Transformation



Sustainable  
Manufacturing



Food, Farming  
& Fisheries



## Impact Alliances



Finance



SDGs



Climate Action



Women in Tech



# TECH EVENTS

No 1. EU Platform for Technology  
Exchange and Business Networking

**+ 200 Webinars per year\***

With over 684 Speakers

**> 20 Expos**

Hybrid Events + Virtual Exhibitions

**+ 50,000 Registrants**

90% company owners and decision makers



# No 1. Tech Network

> 400 Networking  
Meetings

EUTECH



## Access to Speakers and Panelists

Exclusive market insights for our members in the follow up networking meeting



## Business Opportunities

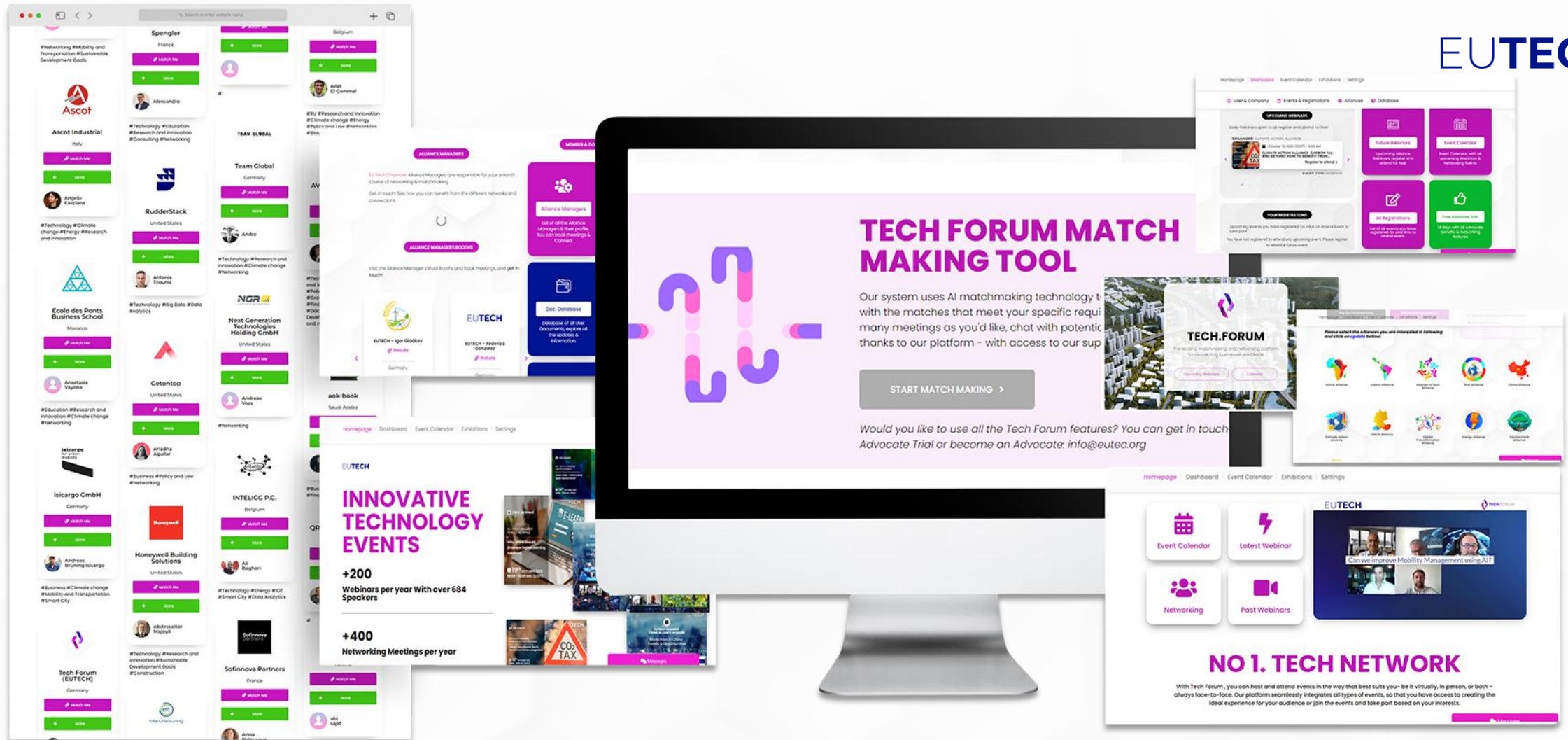
Dedicated networking meetings to exchange ideas on cooperation and projects



## EU Projects and Funding

Unique access to EU Tenders and worldwide funding in dedicated networking events





# TECH.FORUM

Connection. Networking. **Growth!**

- Multifunctional Global **Networking Platform**
- **Matchmaking** of **50,000+** Global Tech Executives
- **Virtual Events** - Be a Host, Live Sessions
- **Virtual Rooms & Booths** for Brand building & partnerships
- Access **past events, Speaker database & Publications**

# EUTECH KEY PROJECTS



Under the **funding from the EU's Horizon Europe Programme**, Fish-X aims to foster **Sustainable Fisheries and Marine Biodiversity** through developing a Fisheries DataSpace and an Insight Platform.

## SDG AWARDS

SDG Awards is the **Annual Major Awards of EUTECH** with our goal is to **empower, recognize and reward the remarkable commitments and outstanding results** of companies and projects that **create social and environmental impact in the fields of 17 SDGs**.



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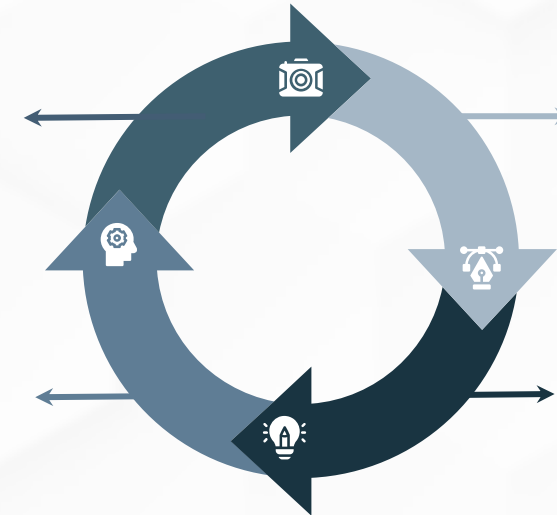
# EUTECH Key Projects

## Hybrid Events & Delegation in 2023

- ❑ EUTECH will organize Hybrid Events and Delegation Trips in 2023;
- ❑ Inviting Leading personalities, executives of international groups and policy makers;
- ❑ Sharing the latest revolutionary technologies and business-changing innovations.

**Hybrid Events**  
In major cities of Germany or Europe at large. E.g. Vienna, Munich, Brussels, Paris and etc.  
**≥ 580 Participants**

**Delegation**  
International delegation to emerging markets to expand international cooperation.



**Summit**  
High Level Summary Event of Location Hybrid Events  
**≥1250 Participants**

**Awards**  
SDG Awards and other Awards to select the top level companies.  
**≥1250 Participants**





# EUTECH & China

*Technology Obliges!*



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### **High Level Meetings**

Leading Personalities,  
Governors/Mayors, Business  
Authorities Meeting



### **Conference & Summit**

Industries leaders,  
international players, policy  
makers and thought  
leaders major event



### **Delegation & Matchmaking**

EU and China mutual  
delegation trips in major  
cities of Europe or capital  
cities of China for business  
collaboration



### **Online Expo & Webinar**

Precise B2B match-making  
meetings as well as online  
speedy networking to  
explore cooperation  
space.

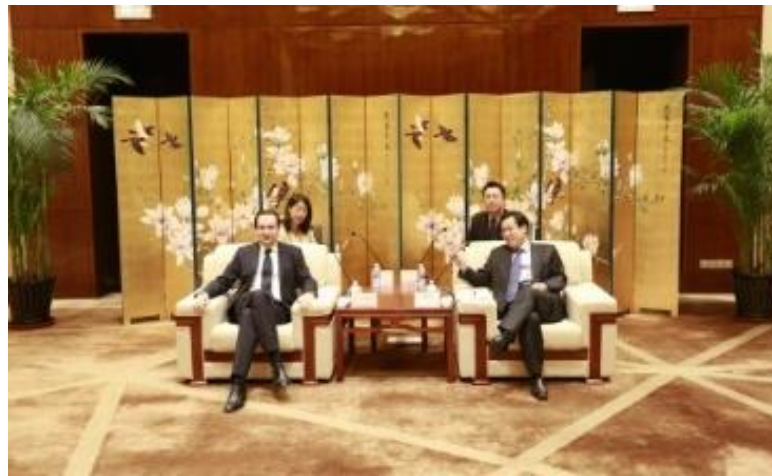




# EUTECH High-Level Meeting & Summit

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- ❑ **Shandong-Bavaria Industry Cooperation Summit**
- ❑ Governor of Shandong Province Gong Zheng and Bavarian Deputy Minister Aiwanger gave speeches.
- ❑ **Liaoning-Germany Economic and Trade Cooperation Summit**
- ❑ Party Secretary of Liaoning Province Chen Qiufa, Chinese Consul General in Munich Mao Jingqiu delivered speech.
- ❑ **Participants≥350**





# EUTECH Delegation & Matchmaking

- ❑ In collaboration with local provinces or cities of China.
- ❑ Lead European companies business delegation to China and conduct B2B matchmaking meetings.
- ❑ Industry leaders, tech innovators, invisible champions of Europe, and stateowned and major brands companies in China will join the matchmaking.
- ❑ **Participants≥250**





# EUTECH Online Expo & Webinars

- ❑ Monthly Webinar
- ❑ Weekly Networking Meetings
- ❑ Yearly Online Expo



**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**China's Digital Economy, A Big Opportunity for Europeans**

25<sup>th</sup> AUGUST 2022  
09:00 - 10:00 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Rise of Chinese Brands: Threat or Opportunity for Europeans?**

24<sup>th</sup> NOVEMBER 2022  
09:00 - 10:00 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
APAC ALLIANCE

**Metaverse in China: Opportunities for Europeans**

15<sup>th</sup> DECEMBER 2022  
09:00 - 10:00 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Blockchain in China: Trends & Opportunities**

29<sup>th</sup> SEPTEMBER 2022  
09:00 - 10:00 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Robotics Development in China: Trends and Opportunities**

27<sup>th</sup> OCTOBER 2022  
09:00 - 10:00 am (CEST)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Smart Transportation, the Mobility Revolution in China**

23<sup>rd</sup> JUNE 2022  
09:00 - 10:30 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Virtualization of Services in China, Success or Fail?**

28<sup>th</sup> JULY 2022  
09:00 - 10:00 am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**CHINA'S POSITION AT GLOBAL VALUE CHAIN**

26<sup>th</sup> MAY 2022  
9am - 10:30am (CET)

**EUTECH**

FREE WEBINAR

EU TECH CHAMBER  
CHINA ALLIANCE

**Opportunities for European Environmental Technologies in the Chinese Market**

28<sup>th</sup> APRIL 2022  
09:00 - 10:30 am (CEST)



An aerial photograph of a traditional Chinese pavilion with multiple tiers and a golden-yellow tiled roof, situated on a lush green hill. In the background, a modern city skyline is visible across a body of water, under a dramatic, cloudy sky. The image is split vertically, with the left half showing a darker, more atmospheric view of the same scene.

# China KnowHow 10 Recommendations

*Technology Obliges!*



# 10 Recommendations

1. **Understand the Chinese culture and business environment:** Any successful business relationship in China starts with spending time exploring China's culture, its norms and values, and, in particular, its business 'dos' and 'don'ts'. Doing business in China is mainly about building strong personal relationships and leveraging long-term commitments (Guanxi).
2. **Be aware of the role of the Chinese government:** The strong role of the government is deeply rooted in China's history and culture. Take your time to anticipate the government's dominance, from central planning at the highest level (e.g. investments), and to implement the various laws, rules and regulations locally. Make sure that you include the right governmental connections in your local networks.
3. **Develop in-depth market entry and go-to market strategies:** Since doing business in China is for the long haul, it pays to develop a thorough awareness of the local market structure and prospects. Map-out potential competitors and developments in local consumer/customer demand. Such an in-depth strategic approach to the Chinese market, with all its local differentiations, will pay off in the longer run.
4. **Be ready to go digital:** The Chinese economy, from the construction sector to healthcare, is very advanced in using digital technologies such as AI and a wide variety of online/cloud based business models. Be very much aware of this and positively engage in these opportunities, to not only be successful in China itself, but with a view to potentially applying these technologies and business models in other parts of the world.
5. **Choose the right Chinese platforms:** In view of the above, it is of paramount importance to invest in choosing the suitable platforms for your B2C/B2B engagements which best fit your business (Baidu, Tencent, Alibaba etc). Finding the right Chinese cloud service is crucial for obtaining sufficient access to markets, customers, marketplaces, payment systems, etc.





## 10 Recommendations

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6. **Understand regulatory issues:** European companies should be aware that the Chinese markets are highly regulated. Take the time to study the regulatory environment of your particular sector and region of doing business.
  7. **Be aware of IP challenges:** In China intellectual property rights are not always as protected as they are in Europe or elsewhere. Therefore, it is important to pay attention to the setting up and the protection of IPs, so as to avoid unpleasant surprises.
  8. **Create a well prepared and trained local team:** Hire, as soon as possible, Chinese staff in your local office etc. They know the market situation, the laws and regulations and how to do business in China. Invest in the relationship with them, try to learn from them about China, entrust them with responsibilities, etc., But also make them aware of your European business standards, norms and values.
  9. **Look for long-term business relations:** Envision the relation-ship with China as longstanding. Don't seek for 'hit and run' deals and instant success. Invest in long term relationships with your local staff and business partners. Be prepared to dedicate sufficient time and financial resources – as well as human resources - to your Chinese business.
  10. **Enter China with the right support:** And finally, don't go 'on your own'. Enter the Chinese market with the right kind of support. China is not Europe and doing business in China is different from what you're maybe accustomed to. Seek partnership with an organization such as EUTECH to discuss, explore and plan the right landing zone for your business. Make use of EUTECH's facilities, and benefit from the rich Chinese expertise and experience of its members and partners. Be successful. China is worth it!

# Successful Business Entry in China

## Robotics

Franka Emika



## 3D Printing

Hyperorganics A.G



## Sustainable Farming

F.A.K.T. A.G.



## Artificial Intelligence

Twinzo



## Environment

M&P



## Healthcare

Intervivos





The image is a composite of two photographs of a large suspension bridge, likely the Akashi Kaikyo Bridge. The left half of the image is a close-up, low-angle shot of the bridge's steel truss structure, showing the intricate framework of the deck and the suspension cables. The right half shows a wider view of the bridge spanning a body of water, with a large suspension tower visible. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is dark blue with some ripples.

# EUTECH

Being the Bridge of  
Business Collaboration  
between Europe and  
China.



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# Thanks!

Follow us: @eutechchamber

