

Technology Creates Fortune

Innovation Prospers China

KEY Points for Successful T.T deals in China



中国技术交易所

CHINA TECHNOLOGY EXCHANGE

What is CTEX

China Technology Exchange (CTEX)

- China Technology Exchange (CTEX), founded on August 13th 2009, joint established and funded by Ministry of Science & Technology (MOST), State Intellectual Property Office (SIPO), Beijing Municipal Government and China Academy of Science.
- CTEX is the ONLY National-Level organization focusing on technology exchange and innovation related services, approved by the Premier from State Council of China Central Government, People's Republic of China.



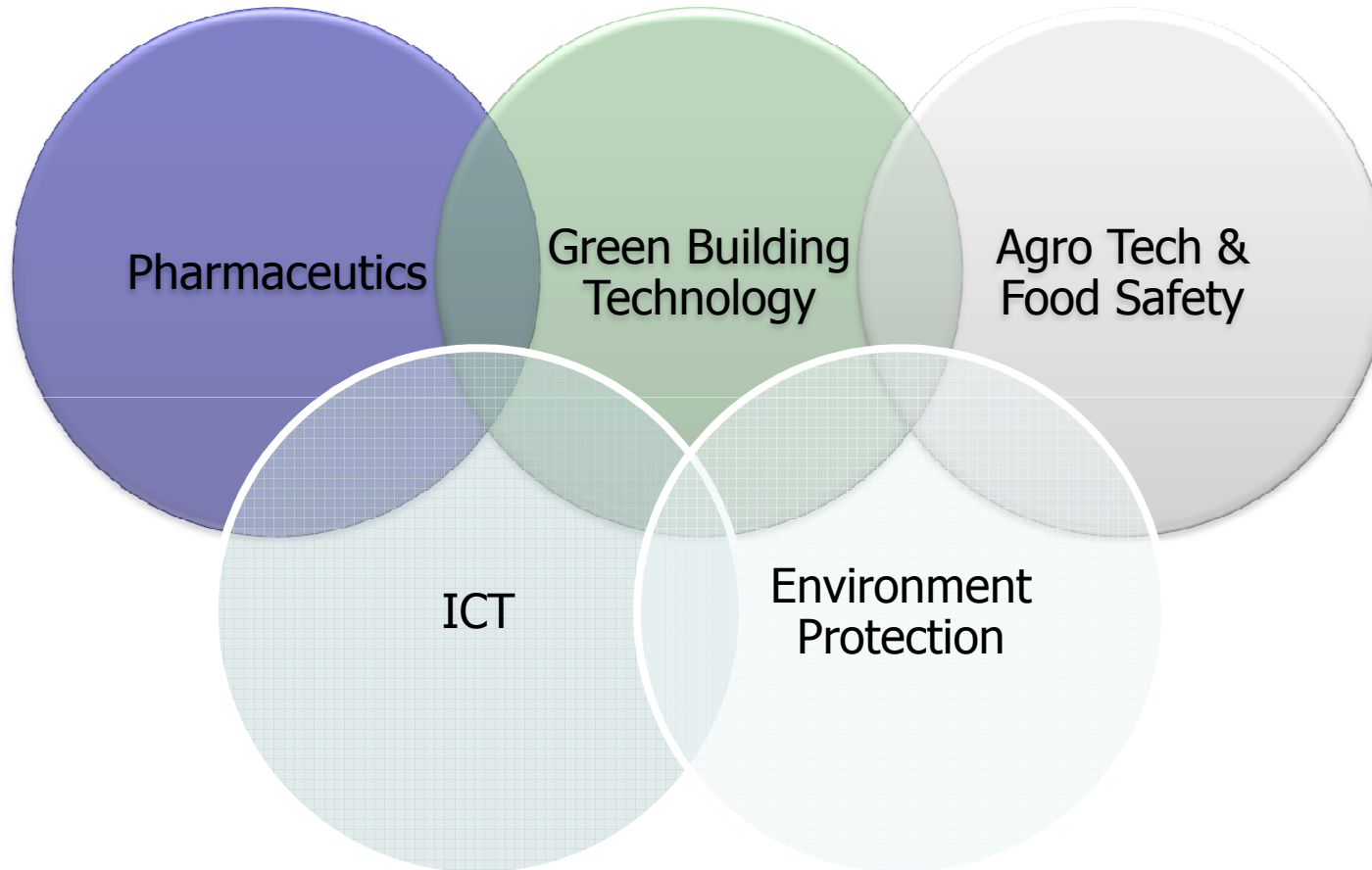
2009: President of SIPO and Beijing Mayor attended the founded ceremony



2011: President of SIPO and Beijing Mayor visited CTEX to promote the technology transfer.



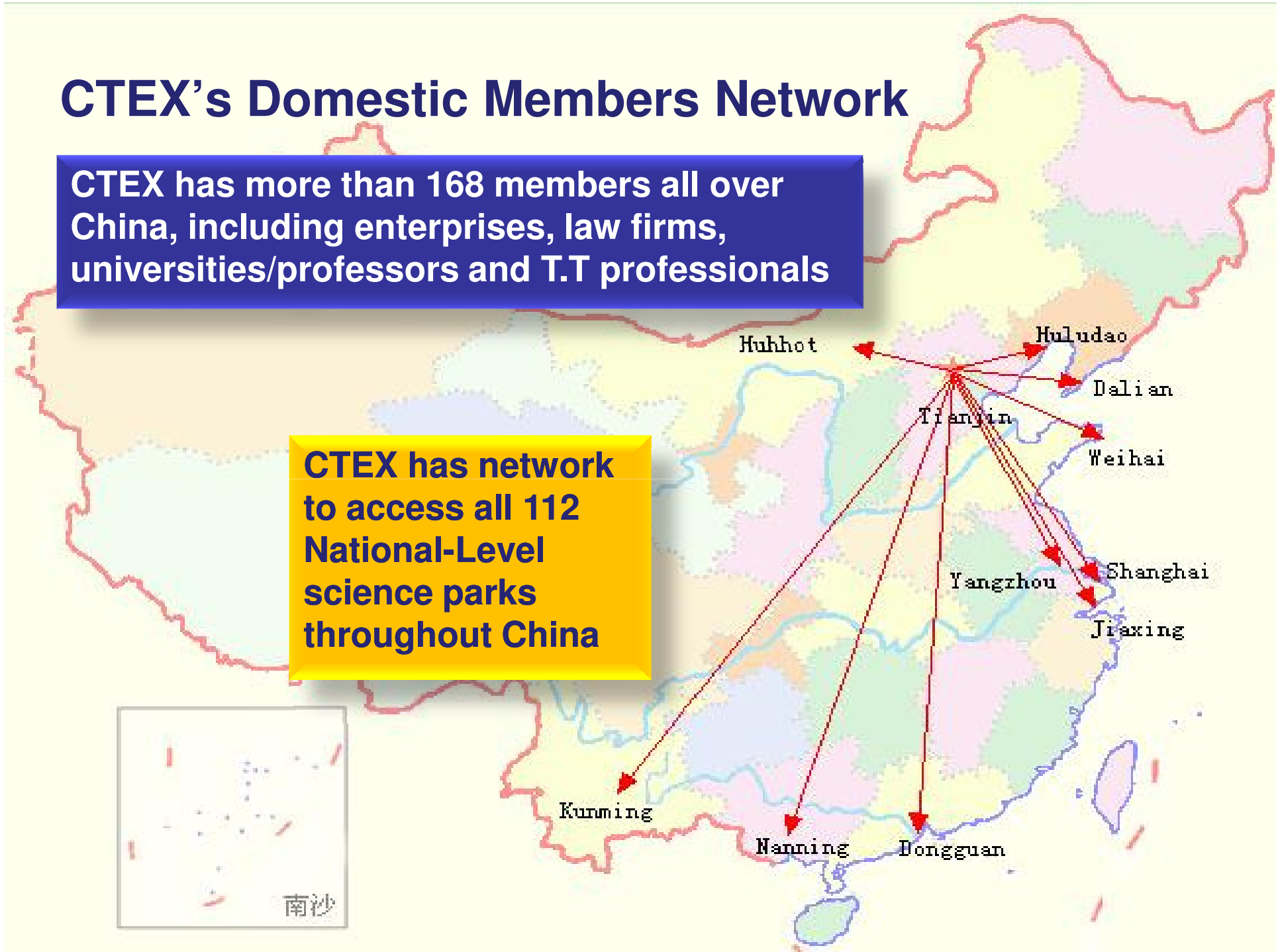
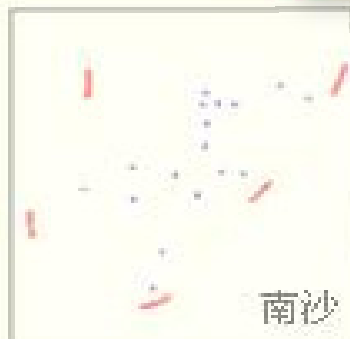
Focus Field



CTEX's Domestic Members Network

CTEX has more than 168 members all over China, including enterprises, law firms, universities/professors and T.T professionals

CTEX has network to access all 112 National-Level science parks throughout China



CTEX's Supporting Partners



CTEX's Overseas Partners

CTEX has more than 400 supporting partners from 66 countries throughout the world, including enterprises, law firms, science parks, universities/Professors and T.T Professionals

- ◆ UK: PraxisUnico, Isis, Imperial Innovation, ICUK...
- ◆ France: F2T, CURIE, INSERM, Sophia-Antipolis...
- ◆ Germany: Steinbeis, Fraunhofer, Helmholtz...
- ◆ Sweden: IVL, KTH, CENTEC...
- ◆ Finland: TEKES, VTT, Aalto...
- ◆ Dutch: GMV, Wageningen Food Valley...
- ◆ Switzerland: BioAlps, Swisscenter....
- ◆ Denmark: DIC, Medicon Valley...
- ◆ Spain: Fedit, AINIA, CIMNE...
- ◆ Italy: Veneto Innovazione, AREA, ITALIA...
- ◆ Portugal: SPI
- ◆ Canada: MaRS, UWO, ACCT, World Discovery...
- ◆ USA: AUTM, LESI, Purdue University, John Hopkins, UC San Diego, University of Massachusetts ...
- ◆ EU: EBN, EEN, EU SME, Choice Program, Dragon Star Program, Horizon 2020
- ◆ Australia: KCA, CISRO, ARI, ATARE...
- ◆ Israeli: Weizmann Institute (YEDA), ARO, Tel Hviv University, Sheng-bdo
- ◆ Japan: TODAI TLO, JETRO...
- ◆ Korea: KOTRA, ASPA...
- ◆ Singapore: NUS, Transpacific IP...
- ◆ Domestic: ITTC (Tsinghua), Coway, CPTTC, CAAMS, STTE, NTEM, JITTC, EUPIC...



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CHINA TECHNOLOGY EXCHANGE



IASP

International Association
of Science Parks



Innovation from Public Research



THE UNIVERSITY OF
WESTERN AUSTRALIA



KCA, Australia



Teknologiasta liiketoimintaa



Aalto University



RUSSIAN TECHNOLOGY
TRANSFER NETWORK



Centros Tecnológicos de España



Swiss Biotech
Association

Why China and Why Now

The Global Innovation Index 2013

The Local Dynamics of Innovation

2013 年全球创新指数 – TOP 10

1. Switzerland (1 – 2012 ranking)
2. Sweden (2)
3. United Kingdom (5)
4. Netherlands (6)
5. United States of America (10)
6. Finland (4)
7. Hong Kong (China) (8)
8. Singapore (3)
9. Denmark (7)
10. Ireland (9)

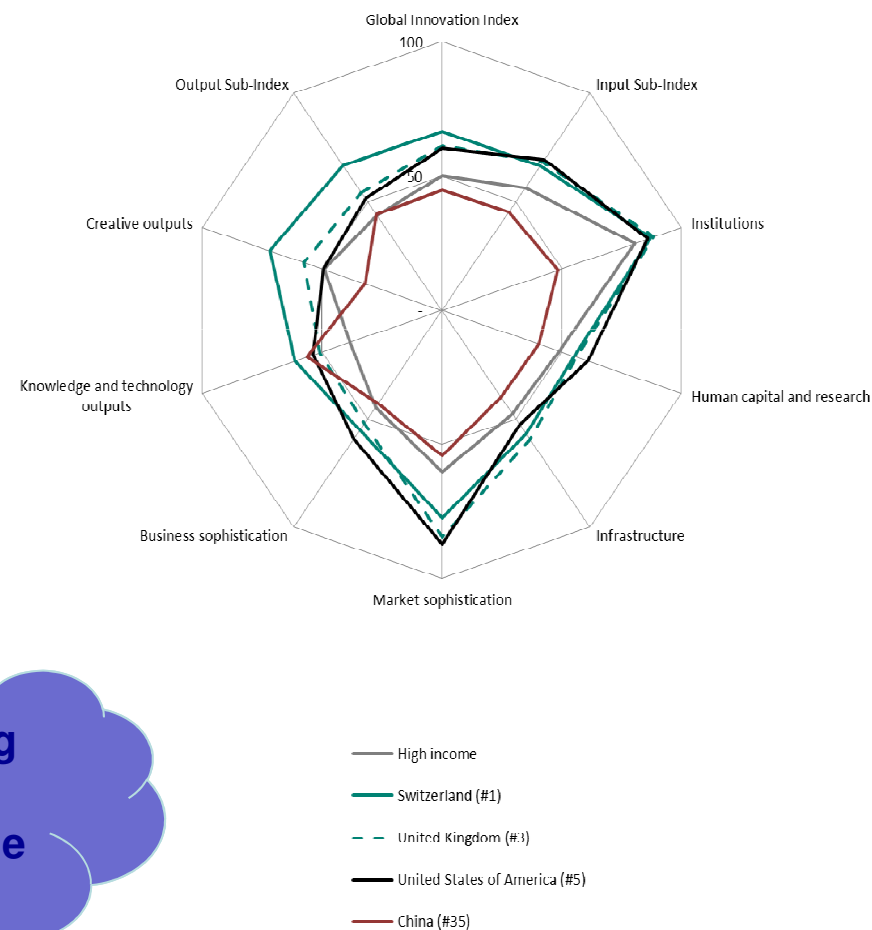
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35. China (34)

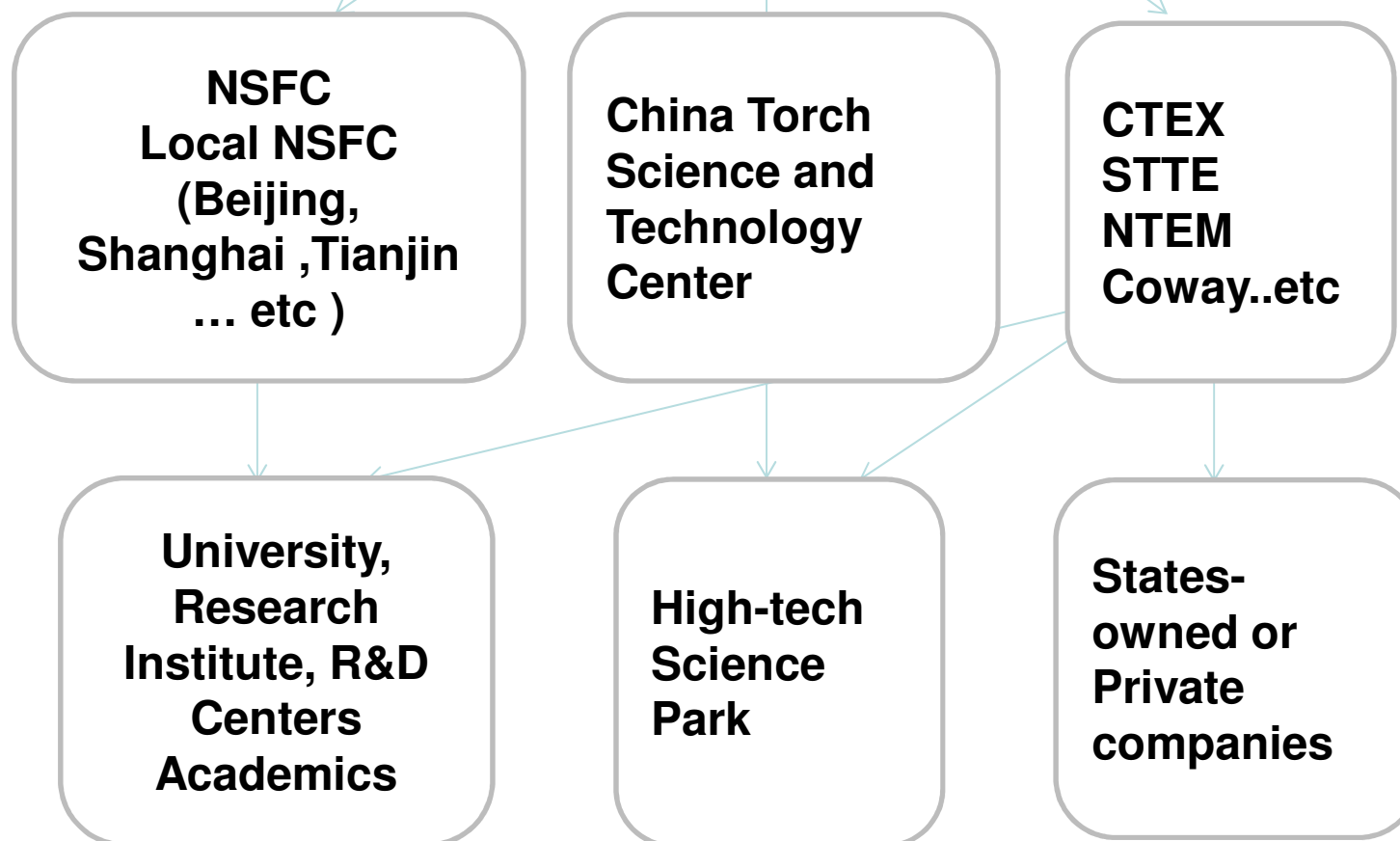
China 2020
Goal

Manufacturing
based
economy is the
root cause

Performance of China compared to selected high-income economies

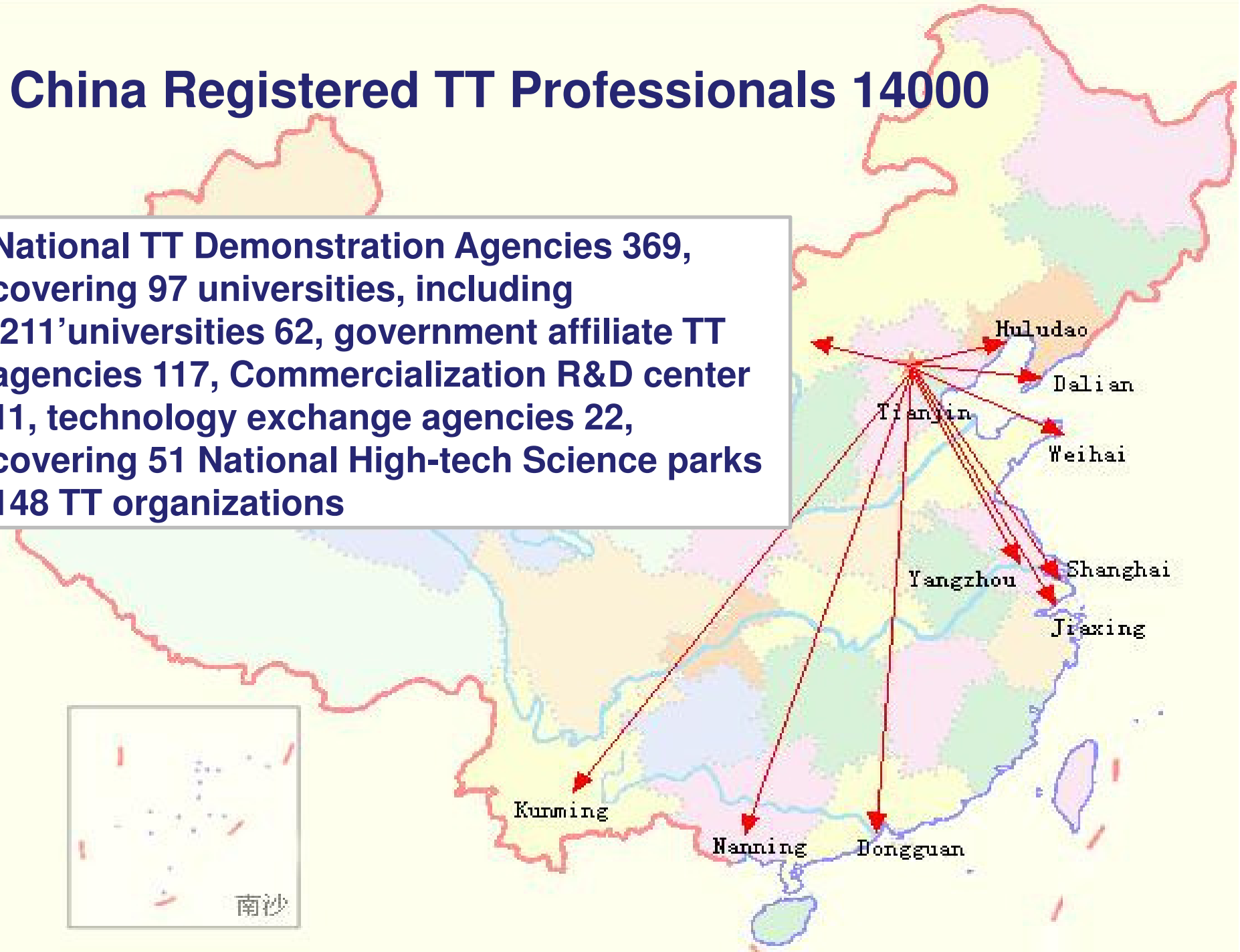
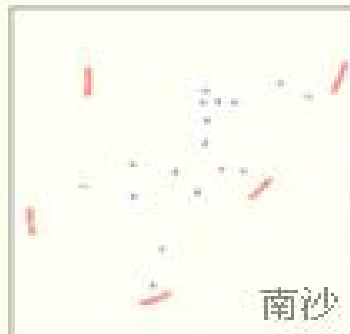


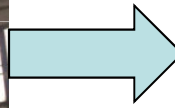
China National Innovation System



China Registered TT Professionals 14000

National TT Demonstration Agencies 369,
covering 97 universities, including
'211' universities 62, government affiliate TT
agencies 117, Commercialization R&D center
11, technology exchange agencies 22,
covering 51 National High-tech Science parks
148 TT organizations





Challenge China is facing



-
- Innovation driven model to help traditional companies transform and develop new high-tech products
 - Waste Retreatment, Water Pollution, Air Pollution solution, new solutions are needed
 - Population Aging 10.2%-11.6%, Seniors healthcare and personal medical and Wellbeing therapy solutions

Typical mistakes & Interesting Dilemma



图行天下 photophoto.cn

- ◆ Why my successful models in other countries can not be used in China
- ◆ I'm worrying about my IP get copied by Chinese companies
- ◆ Will Chinese companies threat and challenge my market shares in my home country ?



- ◆ Where to find good technology or solution to upgrade my factory manufacture?
- ◆ How much money shall I invest ? Is it worth this price ?
- ◆ Whether this technology is reliable or not ?

CTEX Soft-landing Incubator

- Inaugurated on November 26, 2014, located in China Silicon Valley ZGC Innovation Zone, China Technology Exchange Plaza, occupying 500 sqm for the 1st stage on B# 17th floor, and expanding to the whole floor (F17) step by step in 2-3 years.
- **Home** to the worlds leading technology transfer professionals and innovation service providers.
- **Window** to access China market, networking with all 112 National-Level science parks covering more than 22 provinces throughout China
- **University-High-tech Industry Bridge** Within the same community as the country's top academic and research institutes, including Peking University, Tsinghua University, China Academy of Science, etc...There are also more than 7000 certified high-tech companies surrounding to accelerate technology commercialization
- Practical, hands-on support service for tenants, including technology showcase, China business guide, B2B online system access, networking and partnering, market research, due diligence, business development, etc...
- One-Stop Solution service: registration, accounting, translation, HR & logistic, legal and IPR expertise, and administrative support
- Government subsidy/funding available for successful tech transfer deal

Simple, easy access



中国技术交易所
CHINA TECHNOLOGY EXCHANGE

Neighbored with
top academic &
research institutes



Peking University

Tsinghua University

China Academy of Science



Highly accessible for subway lines

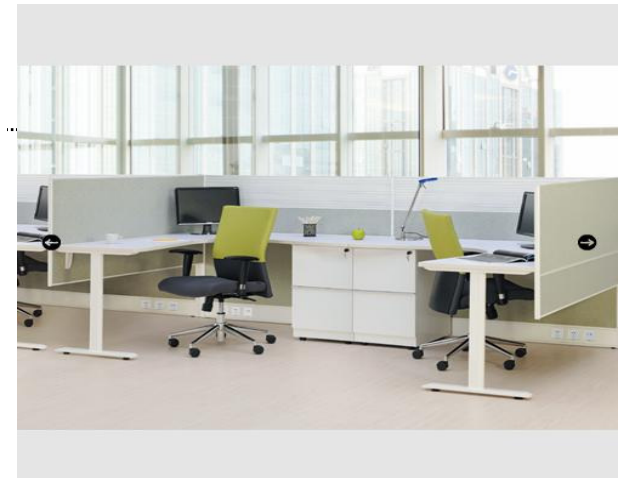
30 minutes to the airport

Walking distances to hotels

Serviced Offices



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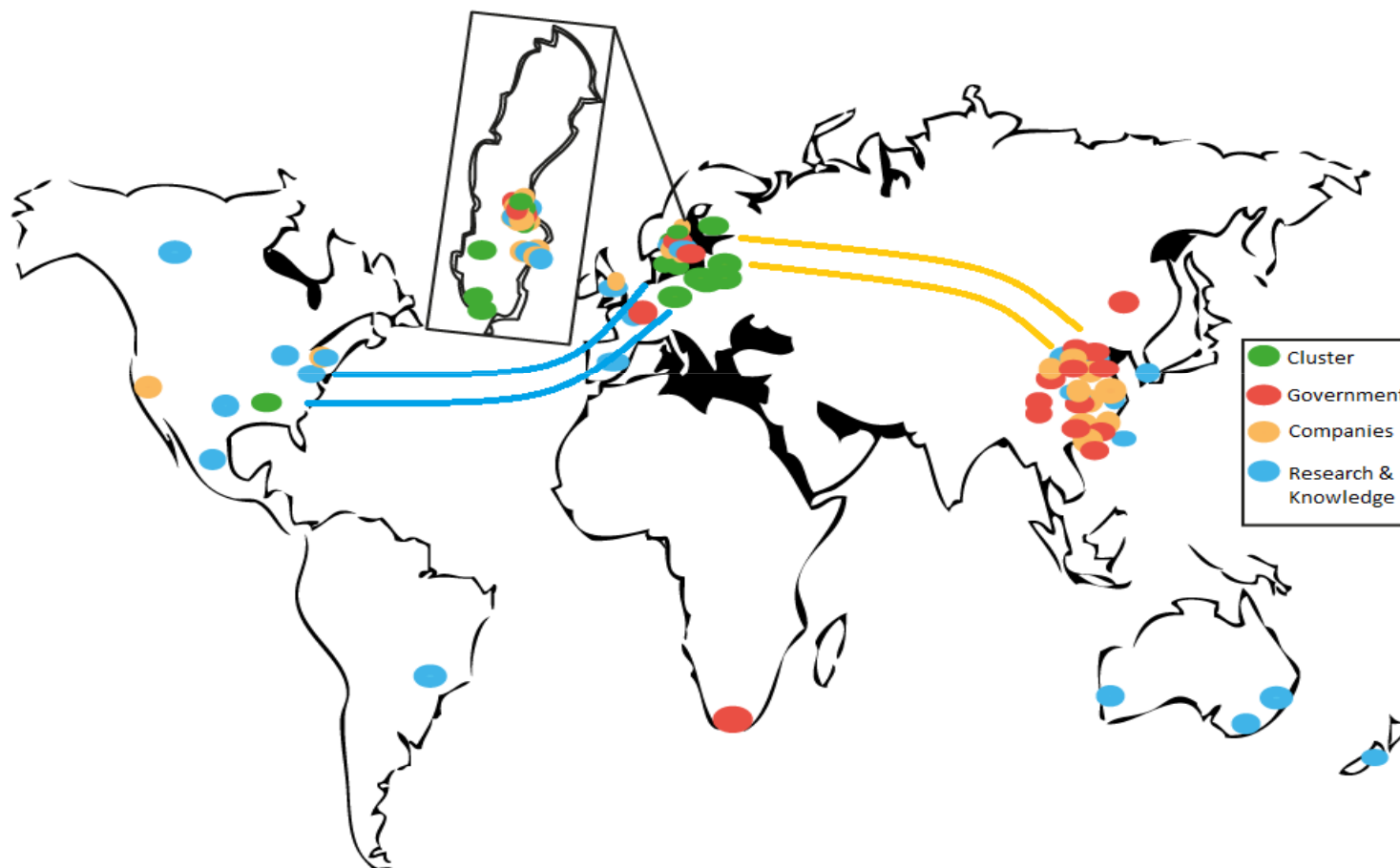


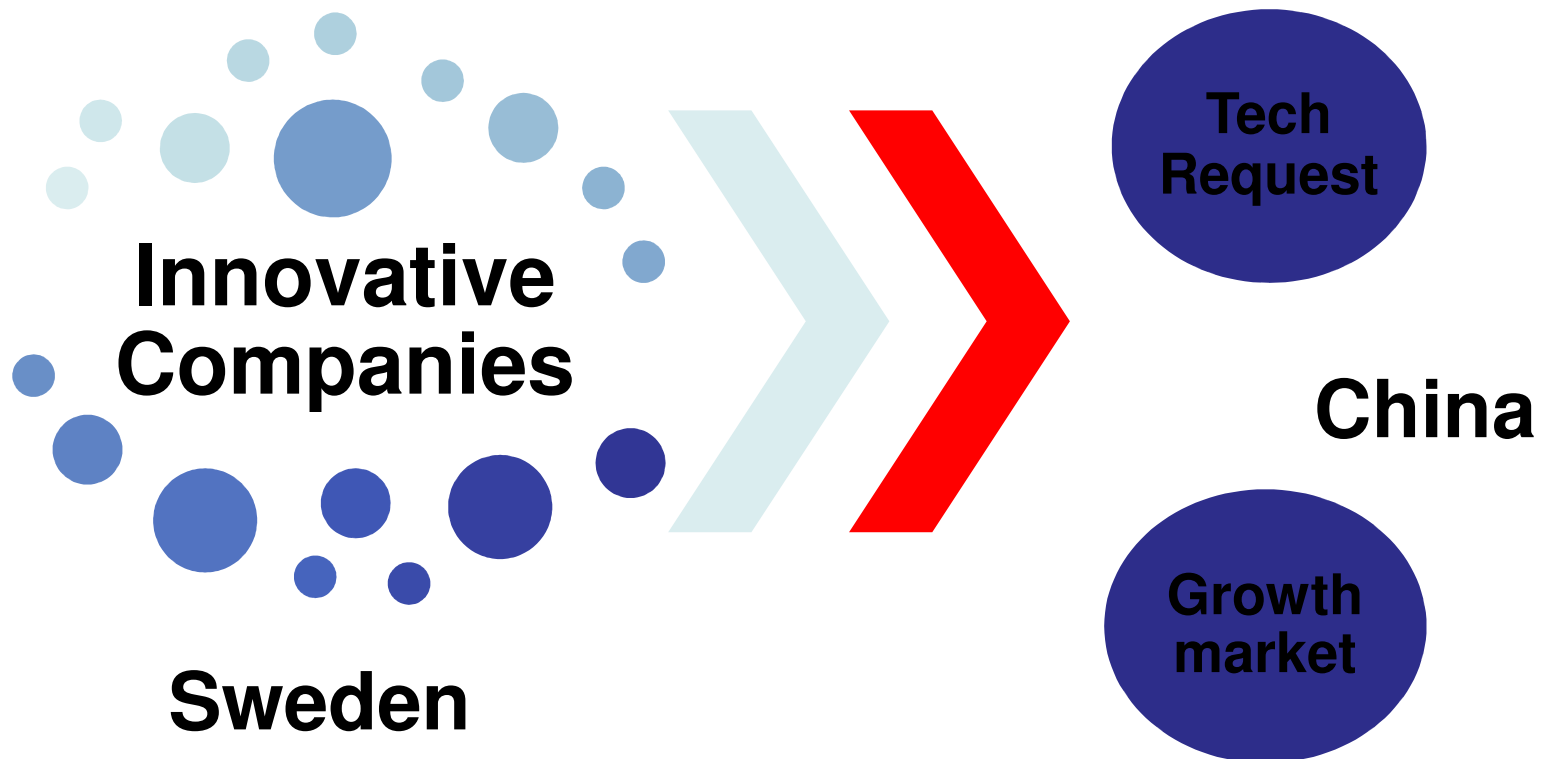
Business Support Services



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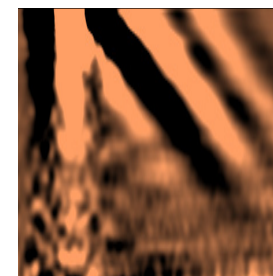




Case Study

Echosens LiverScan Technology Transfer- M&A

- Party A : Echosens, France
- Party B : Furui Medical Device Co.,Ltd
- Non-traumatic Liver Scanner to diagnose Liver cirrhotic
- 2009-2010, Furui acted as Echosens China mainland exclusive distributor , apply the CFDA certificate。 2011-2012 Furui invest 20 Million Euro in Echosens France , M&A Echosens and JV cooperate to explore North America market, April 2013, they got FDA and access US market.



Case Study

Swiss Center Beijing/Tianjin Establishment

- ◆ Party A: Foundation Swiss Centers , Swiss Center
- ◆ Party B: Z-Park , Haidian District Government , Tianjin Wuqing District Government , Tianjin Dongli District Government
- ◆ Party C: China Technology Exchange
- ◆ CTEX will provide free of charge SMEs soft-landing accelerator, joint incubation for Chinese entrepreneurs and swissland SMEs from ETH and EPFL, joint research, technology transfer or licensing. CTEX will also create a specific advanced manufacture equity 300 Million RMB for Switzerland.



Case Study

800 Million USD New Medicine Certificate Overseas M&A

- **Party A: Tianjin Institute of Pharmaceutical Research, TIPR**
- **Party B: Quintiles/HUYA Advancing innovative Medicines Co., Ltd**
- **Joint Venture by Tianjin Institute of Pharmaceutical Research and HUYA Bioscience International**
- **Developing innovative medical technology originated from China and oversea targeting at global market.**



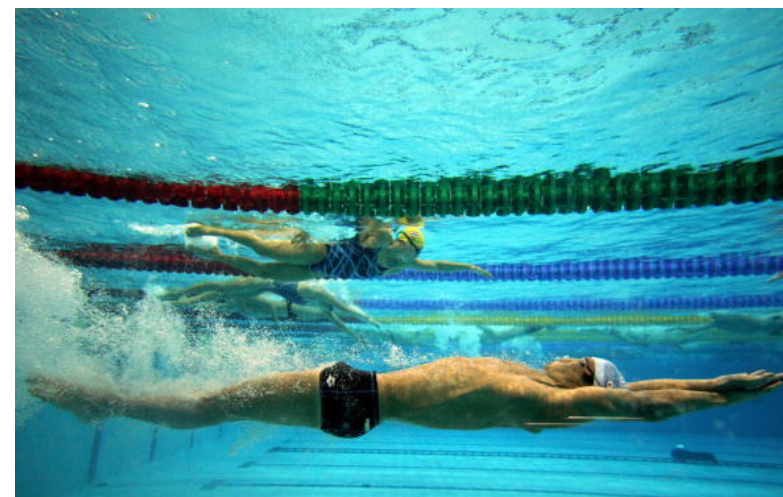
Case Study (Failure Example)

- Oct 2010, XX company from France (hereinafter H company), focusing on waste retreatment solution, access China market. Based on the previous discussion and negotiation, meeting with Xi'An City Yangling Science Park Administration, recommend to one local waste retreatment company (hereinafter J company),
- 1st problem, French solution can only retreat divided waste, but the local Science Park's strong field is agriculture, main waste is agriculture waste/civilian used waste (food, vegetables..etc), French company refused to adjust its solution,
- 2nd problem, H company's solution retreatment limit is 3000 tons/day, but Xi'An main city territory 7 districts Xicheng, Weiyang...etc waste generation 6600 tons/day, more than 7500 tons/day for now, the provider can not meet the needs
- 3rd problem, cooperation model, H company need not only up-front payment, but also will charge fees for the future training, spared parts maintenance
- Analysis: Local culture respect, Client is God, reasonable adjust should be made, flexible business model according to different target regions

Conclusion

- ◆ Find the right partner
- ◆ Flexible business model
- ◆ Use the government and politics
- ◆ IP infringement happens everywhere in the world, you need to find international-standard partner, like CTEX, Coway to cooperate who can understand both culture and habits. Trust Us !

If you want to learn swimming, you need to jump into the pool, maybe you are possible to get drown, but you also have chance to learn it.



ATTTP

alliance of technology transfer professionals

*The Alliance of Technology Transfer Professionals
officially recognizes that*

Mr Nicolas Zhang xiaoyu

*has fulfilled all requirements and obligations to become a
Registered Technology Transfer Professional*

27th November 2013

Date



ATTP President



Thanks

Nicolas Zhang

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