Technology Creates Fortune
Innovation Prospers China

KEY Points for Successful T.T deals in China
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.
Tech-offer Valuation Match-making
TT Training Not-for-Profit

National-Level TT Association membership Not-for-Profit

Business Consulting, IPR Management Consulting, Exhibition Tour For Profit
Focus Field

- Pharmaceutics
- Green Building Technology
- Agro Tech & Food Safety
- ICT
- Environment Protection
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 Hvv University, Sheng-bdo
- Japan: TODAI TLO, JETRO...
- Korea: KOTRA, ASPA...
- Singapore: NUS, Transpacific IP...
- Domestic: ITTC (Tsinghua), Coway, CPTTC, CAAMS, STTE, NTEM, JITTC, EUPIC...
CTEX’s Overseas Partners Map
Why China and Why Now
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
China National Innovation System

NSFC
Local NSFC
(Beijing, Shanghai, Tianjin... etc)

China Torch Science and Technology Center

CTEX STTE NTEM Coway..etc

University, Research Institute, R&D Centers Academics

High-tech Science Park

States-owned or Private companies
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

◆ 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

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

- Full time office
- Virtual office
- Hot-desking
Business Support Services

Service I
Meeting room rental

Service II
Tech show, due diligence, matchmaking support

Service III
One-Stop Solution for your soft-landing
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 entreprenuers 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 Swissland.
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.
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

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