



Yrityspalvelut käden ulottuvilla

ENTERPRISE EUROPE NETWORK'S INTERNATIONALIZATION SERVICES Conquering Chinese markets with help of Enterprise Europe Network

Enterprise Europe Network introduction video

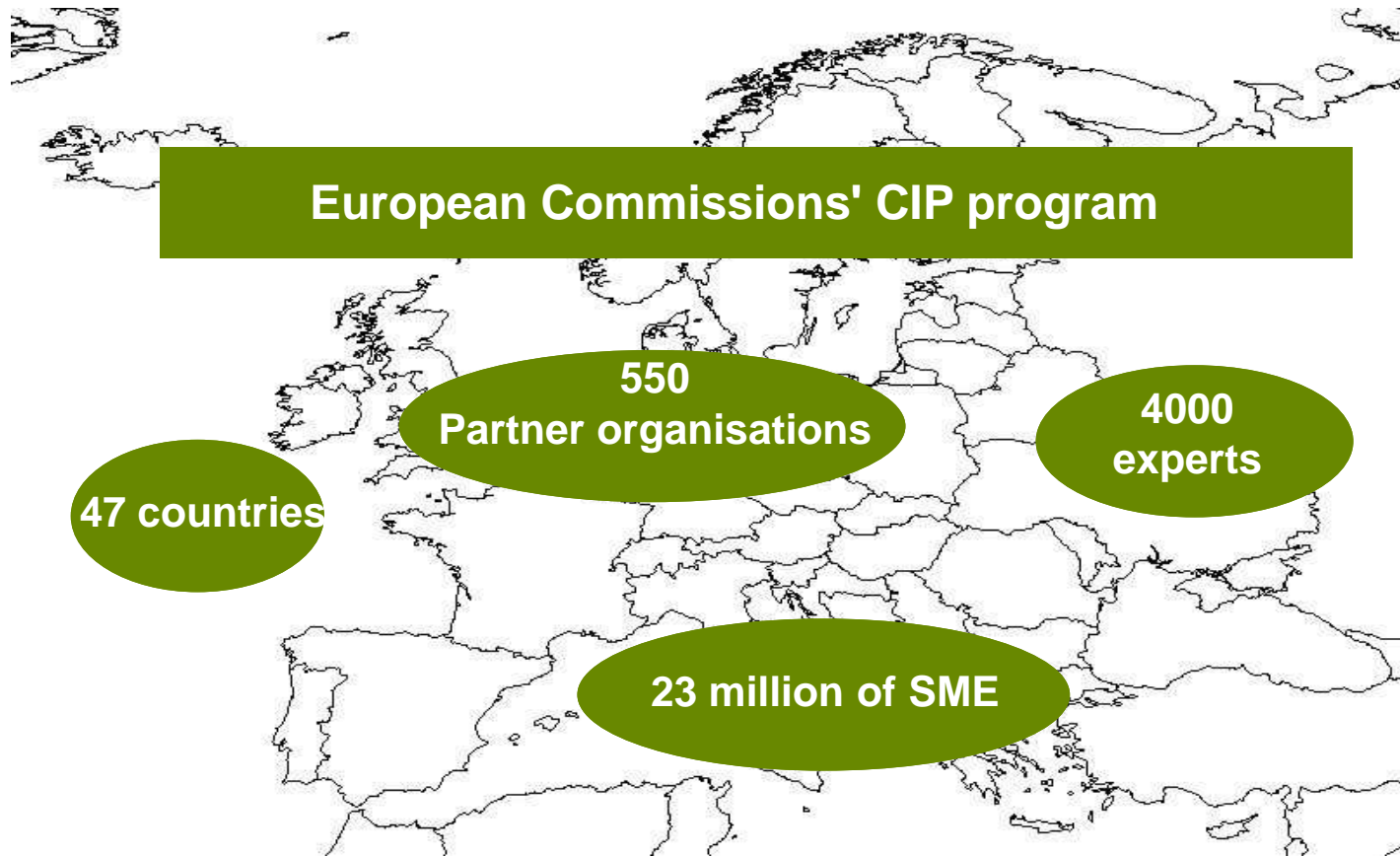
http://www.enterprise-europe-network.ec.europa.eu/index_en.htm



European Commission
Enterprise and Industry



Enterprise Europe Network



Partners in the Finnish Network

Oulu:

Technopolis Ventures Ltd

Oulu

Kuopio:

Technopolis Ventures Ltd

Kuopio

Tampere:

Hermia Business Development Ltd

Tampere

Turku:

- ELY-Centre for Southwest Finland
- Finnish Science Park Association (TEKEL)
- Turku Science Park Ltd

Turku

Espoo:

- Finnish Science Park Association (TEKEL)
- Technopolis Ventures Ltd

Espoo

Helsinki

Helsinki:

- Ministry of Employment and the Economy (coordinator)
- Helsinki Region Chamber of Commerce
- Licentia Ltd

National Partner Organizations





Services

- Advice on EU-projects and –funding, internationalization
- Market-specific information (country reports)
- General legal advice on internationalization issues
- SME feedback service

**EU
advisory**

- Business networking events
- Trade and Technology marketplace

**Business
Networking**

- Seminars and Info clinics
- Announcement channels (newsletters, web site)

Information



Partnership Marketplaces

- **Business and Technology Marketplaces**
 - Free database services for companies
 - Business and technology partner finding search services
- **Benefits**
 - High-quality company profiles
 - Impartial and trustworthy colleagues with an excellent knowledge of their country
 - Beneficiaries also outside Europe
 - Comprehensive: all industry segments, wide collaboration potential
 - Most efficient when own strategy is clear: demand versus offering



Technology Marketplace

- Database filled with profiles of companies, research institutes and university researcher teams who are looking for technology transfer partners for:
 - Purchasing or Selling technology
 - Licensing intellectual property
 - Starting a new company
 - R&D cooperation
 - Testing new applications
 - Applying existing technology to another sector or another usage case
 - Subcontracting
- More than **4000 profiles** from different industry segments and technology clusters, searchable on a keyword basis
- On-demand **e-mail service**: automated notifications by e-mail about new profiles that match one's choice of search criteria – currently about 10,000 users



Business Marketplace

Database filled with profiles of companies who are looking for partners for:

- Sales channels: agents, representative, reseller
 - Franchising
 - Transport and logistics
 - Collaboration partners
 - Acquisitions, mergers, stock trade
 - Production partners
 - Subcontracting and outsourcing partners
- Company fills a [profile](#) -> info spreads throughout the network
 - Queries can be based on industry sector, country, keywords, etc.

Brokerage Events

- Efficient way of finding international partners
- Hundreds of events every year in Europe
- Pre-arranged scheduled partner meetings
- Most often organized in conjunction with an international exhibition:
 - Mobile World Congress
 - Baltic Future
 - Pollutec
 - Ecomondo



Photo: Marjo Uotila



The Benefits of Brokerage Events

Cost-efficient and easy

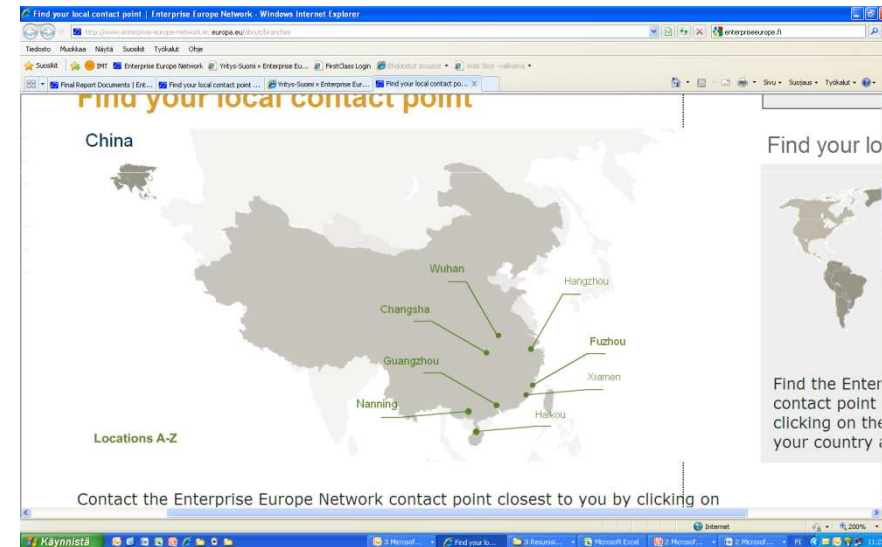
New potential sales and acquisition channels and networks

Possibility to meet several new potential partners in a short time

Upcoming match-making events can be found on our Web site at
➔ <http://www.enterprise-europe-network.ec.europa.eu/public/calendar>

Contact points in China

- [Changsha, Hunan Province](#) 2
- [Fuzhou](#) 2
- [Guangzhou](#) 1
- [Haikou](#) 1
- [Hangzhou](#) 1
- [Nanning](#) 1
- [Wuhan, Hubei Province](#) 1
- [Xiamen](#) 1
- [Map](#)



China



Locations A-Z

Customer Case: Nordic ID

Manufacturer of wireless data acquisition devices from Salo

- Staff participation at internationalisation seminars
- Advisory contacts (e.g. funding, new markets and their telecommunication regulations)
- Participation in Enterprise Europe Network –organized company missions (Biotech and ICT sector companies from Catalonia visiting Finland)
- Participation in Enterprise Europe Network –organized sector-specific match-making events (e.g. Mobile World in Barcelona, NFC Forum Match-Making in Oulu)
- Company presence in match-making events (FutureMatch at Cebitin → found potential resellers and product development partners)
- Assistance in funding application (e.g. development support, VARA)



Customer Case: Kaipaus



- Core-competence in nanotechnology-based NanoFrago material from which e.g. design jewels are produced
- Received the Design Forum Finland and Fennia awards in 2009
- In 2009 a French company participating in the Eurodigimeet match-making event in France told the Finnish delegate from TEKEL that they were looking for Finnish designer products to import
- A meeting with Kaipaus CEO was facilitated and a new reseller channel was established as a result
- Similar match-making took place with a company in Italy
- Chosen as a sample customer case for the European Commission's 2010 Enterprise Europe Network video

Conclusions

- EU funding and internationalization support services
- Business and technology partners search services
- Free customized services
- Your voice in EU business policy-making – transmission of your feedback to the European decision-makers
- Services funded by the European Commission, by the Ministry of Employment and the Economy and by TEKES





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