

**BUSINESS
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Shanghai Call Launch and Annual Clock – 28 February 2024

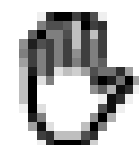


FINLAND-SHANGHAI JOINT INNOVATION CALL LAUNCH AND ANNUAL CLOCK 2024

MIKA KLEMETTINEN

Trade and Innovation Consul, Head of Innovation China
Business Finland

PRACTICAL ISSUES DURING THE WEBINAR

- Please **keep your microphone muted and camera off** when not speaking
- If you have a question regarding specific issue during the presentation, please **post your question in the meeting chat**
- When posting your question to the meeting chat, **please indicate your name and the name of the organization you represent**
- Please note that, in general, the **questions will be answered during the Q&A session**
- If you wish to ask a question / comment on an issue during the Q&A session, **please use the raise your hand button  in the meeting controls (or just speak out, if there is no queue)**

AGENDA (EET time)

Speaker: (Mr) Dr. **Mika KLEMETTINEN**, Trade and Innovation Consul; Head of Innovation, China

Support: (Ms) **Elisa YU**, Innovation Advisor

09:00 – 10:00 Presentation (Beijing time 15:00 – 16:00)

- Introduction
- Annual Clock and General Remarks (including some updates on our funding)
- Call launch:
 - Finland-Shanghai Joint Innovation Call
- Advice and Instructions
- Coming call launches:
 - Finland-Jiangsu | Finland-Zhejiang Joint Innovation Calls launch on Wed 27.3. 2024
 - MOST Joint Innovation Call launch on Wed 19.6.2024

10:00 – 10:30 Q & A (Beijing time 16:00 – 16:30)

**BUSINESS
FINLAND**

Shanghai Call Launch and Annual Clock – 28 February 2024



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

SHANGHAI CALL 2024

ADVICE AND INSTRUCTIONS

**BUSINESS
FINLAND**

Shanghai Call Launch and Annual Clock – 28 February 2024



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

SHANGHAI CALL 2024

ADVICE AND INSTRUCTIONS



OUTLOOK

**Business Outlook, Business Opportunities,
Regulatory Issues, Materials and Prerequisites**

BUSINESS OUTLOOK

- China is among two largest economies in the world. **Economic growth** has been the driving factor behind China's policies in the past decades.
- China's policy towards the growth has changed. Today the drive for **innovation, sustainability** and **more equal share of wealth** are behind the policy decisions, instead of growth only.
- Several new industry sectors are expected to grow fast, e.g., **carbon reduction, health care, industrial digitalization,** and **sustainable consumption.**
- During the past few years China has increased **regulation** on businesses with number of new **policies.**



MATERIALS

- **If you want to know more about China and the China market, you can check the Market Information that is available on the Business Finland pages as follows:**
 - [Doing Business in Greater China](#)
 - [Doing Business in Mainland China](#)
 - [Doing Business in HK Macao GBA](#)
 - [China Positioning Paper](#)
- **Useful information about IPR and the recent laws impacting both business and innovations:**
 - [IPR issues \(including trademark protection\)](#)
 - [Regulatory framework on data with RDI impacts](#)
 - [Cyber Security Law, Data Law and Personal Information Protection Law compliance in China](#)



PREREQUISITES

- **Understand the China market**
- **...the opportunities and challenges**
- **...the IPR and regulatory issues**
- **...the geoeconomics and geopolitics aspects**



- **What do you want to achieve?**
- **Why China – is it the right market for you?**
- **Are you ready for the China market?**
- **Are you strong enough for overseas collaboration?**



- **Good project idea and partners**
- **Discussion with Business Finland**
- **Well-prepared application**



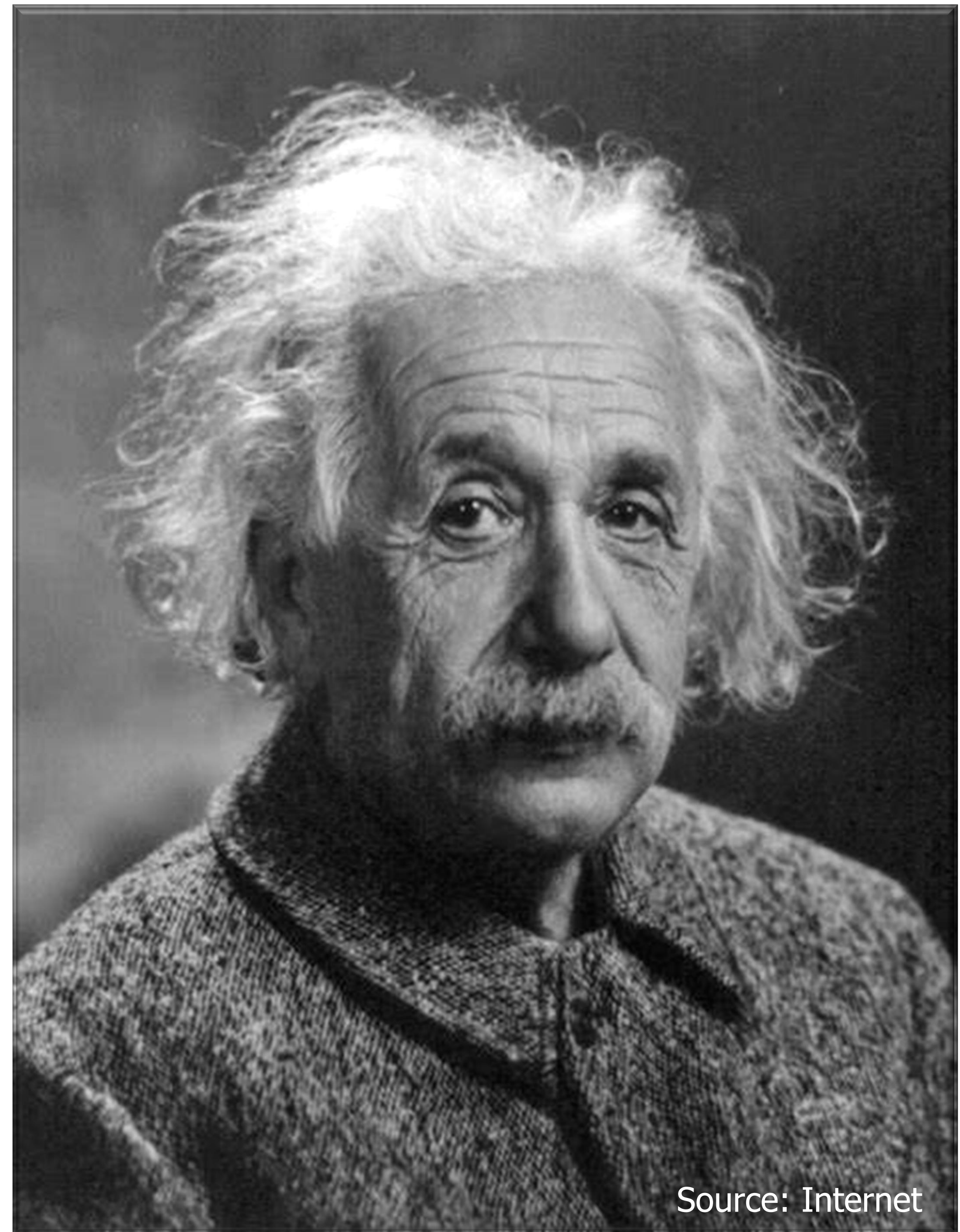


INNOVATIONS

**Why in General, Why in China, What in China,
Why Finland and Collaboration**

**“If you always do what
you always did, you
will always get
what you always got.”
(Albert Einstein)**

**Innovations → Renewal,
Transformation and Competitiveness**



“China must rely on innovation-driven growth model .”

“China aims to bring carbon emissions to a peak by 2030 and achieve carbon neutrality by 2060 with more forceful policies and measures.”

(Xi Jinping)



Sustainability

Environment



**EFFICIENT.
SUSTAINABLE.
CLEAN. SMART.**



Growth

Smart Solutions

FINLAND IS ONE OF THE GREENEST COUNTRIES

The Environmental Performance Index 2016-2020

FINLAND IS THE HAPPIEST COUNTRY

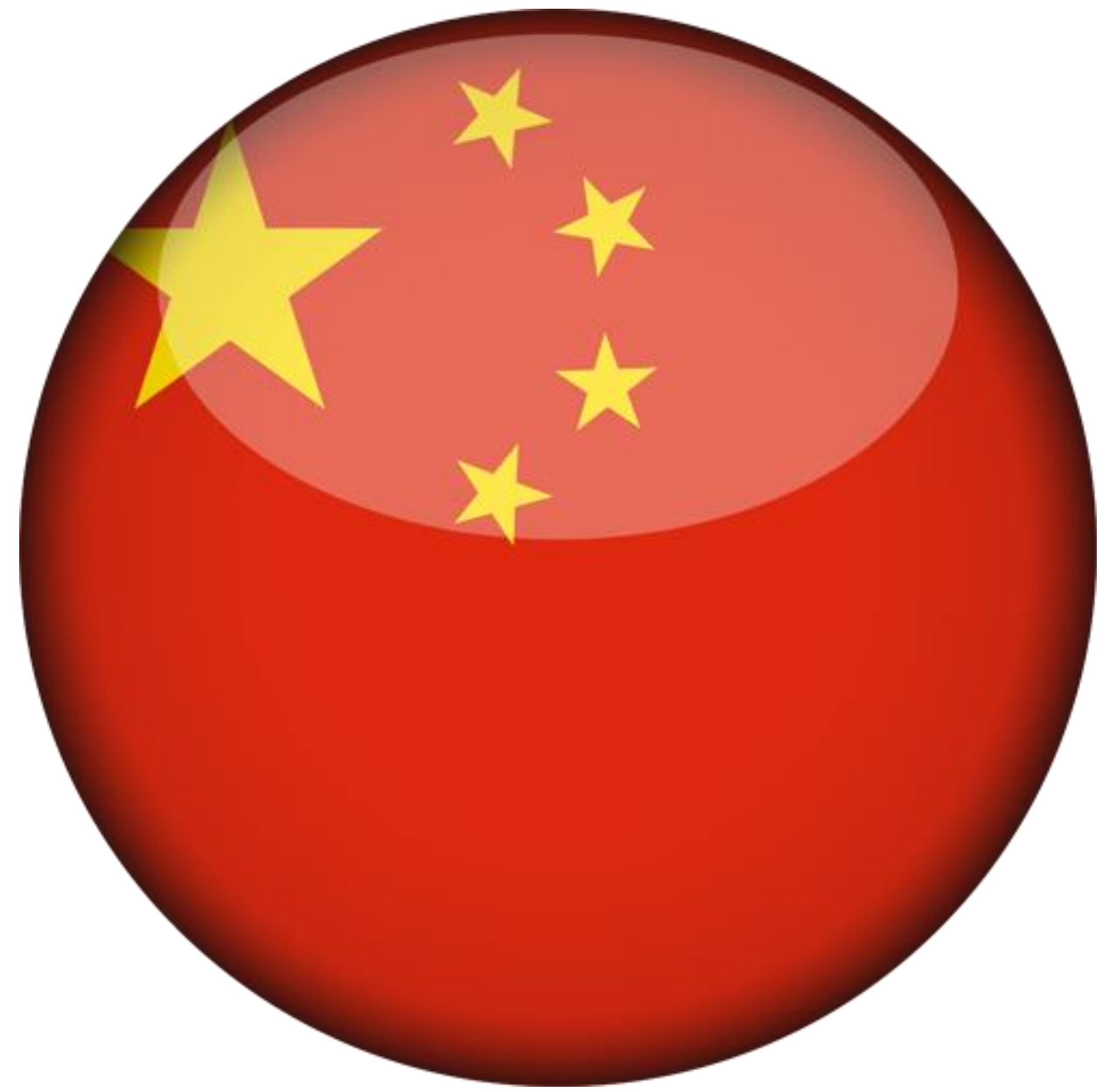
World Happiness Report 2018-2023



SUSTAINABLE
DEVELOPMENT GOALS

FINLAND IS ONE OF THE BEST COUNTRIES IN INNOVATION

Several past and recent indexes



**Needs + Competencies + Innovations + Collaboration =
Solutions**



**BUSINESS
FINLAND**

Shanghai Call Launch and Annual Clock – 28 February 2024



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

SHANGHAI CALL 2024

ADVICE AND INSTRUCTIONS



FINLAND-CHINA JOINT INNOVATION CALLS AND INNOVATION COLLABORATION

[China » China Innovation](#)

www.businessfinland.fi/en/locations/asia-india-and-oceania/china/china-innovation

CHINA COLLABORATION FRAMEWORKS

MoU/Finland	MoU/China	Contents
Business Finland	Ministry of Science and Technology of China (MOST)	S&T collaboration Joint innovation calls
Business Finland	Jiangsu Science and Technology Department	S&T collaboration Joint innovation calls
Business Finland	Zhejiang Science and Technology Department	S&T collaboration Joint innovation calls
Business Finland	Science and Technology Commission of Shanghai Municipality	S&T collaboration Joint innovation calls

Yangtze River Delta



Ministry of Science
and Technology, China

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State-level framework with national and provincial level implementation:

- **State-level agreement between Finland and China for S&T collaboration since 1986.**
- **Latest follow-up meeting held in Beijing in October 2023.**
- **Cooperation implemented from Business Finland side through three-year MoUs (MOST and provinces).**

Current priority topics:

- (1) Climate Change**
- (2) Circular Economy and Sustainable Development**
- (3) Health**

ANNUAL CLOCK OF CALLS IN 2024

Calls	Call opened	Call deadline	Results due (estimate)
YRD-Shanghai (province)	February 28	April 30 (tbc)	August (2024)
YRD-Jiangsu (province)	March 27	September 25 (tbc)	January (2025)
YRD-Zhejiang (province)	March 27	September 25 (tbc)	January (2025)
MOST (national)	June 19 (tbc)	Nov/Dec (earliest Nov 29)	Jun-Aug (2025)

ELIGIBILITY/INNOVATION CALLS (1/2)

Country	MOST	YRD-Shanghai	YRD-Jiangsu	YRD-Zhejiang
Finland	<ul style="list-style-type: none"> • Individual company registered in Finland • Co-innovation project (*) 	<ul style="list-style-type: none"> • Individual company registered in Finland 	<ul style="list-style-type: none"> • Individual company registered in Finland 	<ul style="list-style-type: none"> • Individual company registered in Finland
China	<ul style="list-style-type: none"> • Company (**) • University (**) • Institute (**) + consortium	<ul style="list-style-type: none"> • Individual company registered in Shanghai 	<ul style="list-style-type: none"> • Individual company registered in Jiangsu 	<ul style="list-style-type: none"> • Individual company registered in Zhejiang
Remarks	(* Either (a) two or more Finnish companies or (b) at least three Finnish companies (at least two applying and eligible for BF funding) and one or more research organizations; all registered in Finland (** As the leading partner, the consortium may include other partners; all registered in China			

NOTE: In all the Finland-China joint innovation calls, **normal Business Finland eligibility criteria** are applied: <https://www.businessfinland.fi/en/for-finnish-customers/services/funding/>

ELIGIBILITY/INNOVATION CALLS (2/2)

#	Specific Finland-China joint call requirements
1	Joint project consortia must include one Finnish partner and one Chinese partner . In the provincial/municipal calls, only individual companies from both countries can apply. MOST calls also allow co-innovation projects (Finland) and project consortia (China) to participate.
2	The joint industrial R&D&I projects must be highly innovative and business oriented .
3	The proposals should demonstrate applicant's resources for international collaboration , in case of the Finnish applicants especially for entering the Chinese markets .
4	The proposal should demonstrate the contribution of the participants from both countries and the project must be balanced between participants and be significant to all partners.
5	The project partners should agree in advance on the IP rights and on the commercialization strategy of the product or process.
6	The proposal must include a Bilateral Cooperation Form with a joint Finland-China project plan, clearly describing the main contents and objectives of the project as well as the roles of each partner.

FUNDING/INNOVATION CALLS

Country	MOST	YRD-Shanghai	YRD-Jiangsu	YRD-Zhejiang
Finland	<ul style="list-style-type: none"> • Normal funding principles • 40-60% grants (* (** • 50-70% loans 	<ul style="list-style-type: none"> • Normal funding principles • 40-60% grants (** • 50-70% loans 	<ul style="list-style-type: none"> • Normal funding principles • 40-60% grants (** • 50-70% loans 	<ul style="list-style-type: none"> • Normal funding principles • 40-60% grants (** • 50-70% loans
China	<ul style="list-style-type: none"> • MOST principles • 50% grants (1:1) (***) • Max 4M RMB/project 	<ul style="list-style-type: none"> • Shanghai principles • 33% grants (1:2) (tbc) • Max 1M RMB/project 	<ul style="list-style-type: none"> • Jiangsu principles • 50% grants (1:1) • Max 1.5M RMB/project 	<ul style="list-style-type: none"> • Zhejiang principles • 20% grants (1:4) • Max 1.5M RMB/project
Remarks	(* 70-80% for research organizations in co-innovation projects, 80% if close international cooperation (** Industrial research focus 50-60%, normal focus 40-50% (***) Applies to companies			

NOTE: In all the Finland-China joint innovation calls, **normal Business Finland funding principles** are applied: <https://www.businessfinland.fi/en/for-finnish-customers/services/funding/>

SUBMISSIONS/INNOVATION CALLS

Country	MOST	YRD-Shanghai	YRD-Jiangsu	YRD-Zhejiang
Finland	• Business Finland (*	• Business Finland	• Business Finland	• Business Finland
China	• MOST (*	• Shanghai S&T Commission	• Jiangsu S&T Department	• Zhejiang S&T Department
Remarks	Remember to select at the “ Programmes and other connections ” section the “ Suomi-Kiina-haku ” (in English “Finland-China call”) option and write to the “ Other campaign or reference information ” the name of the call (i.e., “ Shanghai call ”, “ Jiangsu call ”, “ Zhejiang call ” or “ MOST call ”)			

NOTE: In the Finland-China joint innovation calls, normal Business Finland submission system is used: <https://www.businessfinland.fi/en/for-finnish-customers/online-services/>

**BUSINESS
FINLAND**

Shanghai Call Launch and Annual Clock – 28 February 2024



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

SHANGHAI CALL 2024

ADVICE AND INSTRUCTIONS



LAUNCH: SHANGHAI INNOVATION CALL

**Joint funding for China-Finland R&D collaboration projects with
Business Finland and Shanghai Science and Technology Commission**

SHANGHAI INNOVATION CALL (1/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
Shanghai	February 28	April 30 (tbc)	August (2024)

Topic	Details
Number of projects to be funded	Max 5
Funding available	China: 1M RMB/project, 5M RMB in total, 1:2 (33%), grants Finland: Not fixed, 40-60% grants, 50-70% loans
Eligibility	China: Individual company registered in Shanghai Finland: Individual company registered in Finland
Remarks	1-phase application

SHANGHAI INNOVATION CALL (2/3)

OPEN

Topic	Details
Climate Change	Wide topic, different application areas and approaches possible
Circular Economy	As above
Sustainable Development	As above
Health	As above, especially Digital Health and Agetech
Other fields both sides agree to fund	

SHANGHAI INNOVATION CALL (3/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
Shanghai	February 28	April 30 (tbc)	August (2024)

Topic	Details
Project Plan	Use Business Finland's submission system (note: attach your <u>own plan</u>)
Bilateral Cooperation Form	BF-Shanghai Bilateral Cooperation Form 2024 (note: input <u>only non-confidential information</u> especially in Parts 2.2-2.5 and 4)
IPR	Include remarks into Bilateral Cooperation Form; a more comprehensive IPR agreement can be made separately; consider a Consortium Agreement, if needed
Remarks	Send the application using Business Finland's submission system: https://www.businessfinland.fi/en/for-finnish-customers/online-services/

BILATERAL COOPERATION FORM (1/2)

1. General Information

1.1 Project Title

1.2 Project Summary

1.3 Main Technological Area of the Project

1.4 Participants (Organization Name, Country, Role, Contribution, Budget, Duration)

1.5 Project Timescale (Start Date, End Date)

2. Project outline

2.1 Project Description

2.2 Technological Development Envisaged (Level of innovation)

2.3 Market Potential and Commercialization Plan

2.4 Cooperation Between Participants (synergies, particular advantages, etc.)

2.5 Expected Outcome of Project

2.6 IP Ownership Arrangements



BILATERAL COOPERATION FORM (2/2)

3. Work Plan (Chinese Participant)

4. Work Plan (Finnish Participant)

4.1 Participant Contact Details

4.2 Work Description and Contributions to the Project

4.3 Work Plan and Timeline

4.4 Budget and Resources

4.5 Other Sources of Financial Support Related to Proposed Research

4.6 IP Ownership Arrangements

Signatures



CONSORTIUM AGREEMENT (EXAMPLE)

Partners (main partners from both sides)

- 1. Intent/Coverage (apply/run project)**
- 2. Composition of the Consortium**
- 3. Research Contents (summary)**
- 4. Task Allocation/Work Packages (short)**
- 5. Budget (general remarks)**
- 6. Ownership of IPR**
- 7. Ownersip of Assets**
- 8. Confidentiality (i.e. NDA)**
- 9. Liability (willful actions/negligence)**
- 10. Supplementary Statements**
- 11. Validity Period (until end of project)**
- 12. Signatures (main partners)**

Example:

Each party shall have their full ownership of their respective intellectual property rights which were obtained before application for this cooperation project as well as the resulted interests, and the intellectual property ownership shall not be altered because of application for this Cooperation Project.

Scientific and technological achievements as well as the resulting intellectual property solely conceived and/or developed by one party during the course of this Cooperation Project shall be owned by that party. Scientific and technological achievements as well as the resulting intellectual property jointly conceived and/or developed by multiple parties will be jointly owned by those parties.

SNEAK PEAK TO COMING CALLS

Jiangsu (initial; launch 27.3.2024):

1. Climate Change
2. Circular Economy
3. Sustainable Development
4. Health



Same/
similar
topics!

MOST (initial; launch 19.6.2024):

1. Climate Change
2. Circular Economy
3. Sustainable Development
4. Health

Zhejiang (initial; launch 27.3.2024):

1. Climate Change
2. Circular Economy
3. Sustainable Development
4. Health

This year the calls do not include separately digitalization related high-level topics due to the new state-level priorities, but they can be included under the other themes when feasible or in special cases agreed separately. MOST call will have more detailed subtopics defined, but they will be discussed and agreed during the springtime and announced in June.

Note: All the call topics on this page are subject to change for the final call texts!

**BUSINESS
FINLAND**

Shanghai Call Launch and Annual Clock – 28 February 2024



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

SHANGHAI CALL 2024

ADVICE AND INSTRUCTIONS

ARE YOU READY FOR CHINA?

SELF-DIAGNOSIS TOOL

An online self-diagnosis tool that allows you to gauge your readiness in developing your business strategy in China.



Example tool for help



The **Self-Diagnosis Tool** aims to assist European SMEs to make a prior assessment of their readiness to develop their presence on the Chinese market, and whether they are heading in the right direction. It will also provide further guidance and support through a tailored made list of good practises, additional resources, case studies and FAQs.

<https://www.eusmecentre.org.cn/quiz>

Getting started

Is there a market for my product?

Am I allowed to sell my goods in China?

How do you plan to enter the Chinese market?

How much work have you done already?

Assessment



ARE YOU READY FOR CHINA?

If you are not yet strong enough, first grow in Finland (maybe with **Business Finland's Tempo and other funding**) and/or consider first expanding to a closer/easier market.

If you do not know enough about the Chinese market or the related regulation, first consider, e.g., Business Finland's **Market Explorer funding** in order to do a survey or at least consult Business Finland.

China IP SME Helpdesk

A first line IP assistance service for European SMEs that operate or intend to access the China market and that aim to improve their global competitiveness.

Do you have a question about IP?

Submit your question and receive an answer from our IP experts within 3 working days – and it's free of charge!

[Ask us](#) >

The **China IP SME Helpdesk** supports European Union (EU) Small and Medium-sized Enterprises (SMEs) to both protect and enforce their Intellectual Property Rights (IPR) in or relating to China.

https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/china-ipr-sme-helpdesk_en

Training & Events

[Webinars](#)

[On-site training events](#)

[Matchmaking/Trade Fairs](#)

[Other events](#)

[E-learning](#)

IP Resources library

Use this database to find the relevant resources in our library.

Remember trademark protection!

[Factsheets](#)

[Case studies](#)

[Infographics](#)

[Podcasts](#)

[IP glossary](#)

IP Tools

IP Helpdesk tools are free services designed to guide EU SMEs in IP related cost management and to assess IP management readiness and maturity.

[Diagnostic tool](#)

[IP cost tool](#)

Managing IP in China

IP can be complex and difficult to understand. Use the links here to get an introduction to the various aspects of doing business that are closely linked to intellectual property.

[About Managing IP](#)

PROJECT EXAMPLES

- 1. Pilot solutions** in the markets with potential customers
- 2. Join competencies/know-how** in order to create something new
- 3. Contribute to standardisation** (pave the way to markets)
- 4. Contribute to regulation** (create favourable business environment)
- 5. Join forces for strategic planning**
- 6. Open markets** in new business verticals with new players
- 7. Learn to understand each other** and/or the market for future business
- 8. Do normal innovation collaboration** as in Finland

CHECKLIST

I

- 1. Carefully read the call text (incl. eligibility, funding and submission information)**
- 2. Consider are you ready for China (resources, market understanding, regulation)**
- 3. Think what you really want and need (market entry, partners, customers, R&D)**

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II

- 4. Prepare an initial project idea/plan with content, objectives, resources and budget**
- 5. Identify what competencies/contributions you need from the Chinese partner(s)**
- 6. Come to discuss with Business Finland (your Account Manager at Business Finland or any of the call contacts)**

III

- 7. Initially check the IPR issues and protect your trademark, products, etc. if needed**
- 8. Participate matchmakings and identify potential partners**
- 9. Create a joint plan and improve your own plans (consult Business Finland)**
- 10. Consider jointly and individually whether to go for a submission**

IV

- 11. Finalize the needed documents and agreements (incl. IPR) for the submission – check that all requirements are completed (consult Business Finland)**
- 12. Make the submission on time**

COMMON MISTAKES

- 1. Applicants are not strong enough for China market**
 - In co-innovation projects this might mean that entire project is not eligible
- 2. Objectives and export targets are not ambitious enough**
 - Export factor 20-30 is required according to normal Business Finland requirements
- 3. Business Finland is not contacted and consulted**
 - Early enough or at all
- 4. Eligibility criteria are not carefully checked**
 - E.g., from the Finnish side research organizations cannot apply alone in the MOST calls
- 5. Applicants are not aware of the China market**
 - Unrealistic plans not taking into account, e.g., regulation or competition
- 6. Attachments are missing**
 - E.g., in the MOST calls the Bilateral Cooperation Form and/or Consortium Agreement is missing **(NOTE: This is a critical issue on the China side!)**



FINLAND-CHINA JOINT INNOVATION CALLS AND INNOVATION COLLABORATION

[China](#) » [China Innovation](#)

www.businessfinland.fi/en/locations/asia-india-and-oceania/china/china-innovation

CONTACTS

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Mika KLEMETTINEN



Elisa YU



BUSINESS FINLAND CHINA

**INCLUDES CONTACTS OF
ALL OUR BUSINESS FINLAND
CHINA ADVISORS ON
DIFFERENT INDUSTRIES**



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THANK YOU! 谢谢!



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Q&A

Time to give some feedback!

Event feedback survey – only 3 quick questions but highly important to us: email will follow after the webinar.

