

# BUSINESS FINLAND

Information Sharing and Call Launching Event 22.3.2023



## FINLAND-CHINA JOINT INNOVATION AND MAP CALLS 2023 WITH JIANGSU AND ZHEJIANG CALL LAUNCHES

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# BUSINESS FINLAND

Information Sharing and Call Launching Event 22.3.2023



## INTRODUCTION

## ANNUAL CLOCK AND GENERAL REMARKS

## LAUNCHES: JIANGSU AND ZHEJIANG CALLS

## ADVICE AND INSTRUCTIONS



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## INTRODUCTION

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## LAUNCHES: JIANGSU AND ZHEJIANG CALLS

## 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.
- **Covid period** and some **domestic structural problems** have slowed down the growth, but there is still a lot of growth potential.





# BUSINESS OPPORTUNITIES

- Several new industry sectors are expected to grow fast in the transition described in government's 14<sup>th</sup> 5-year plan, e.g., **carbon reduction** (including energy transition, bio- and circular economy), **health care**, **industrial digitalization**, and **sustainable consumption**.
- Foreign technologies and solutions are encouraged to enter China market in areas, where China **does not have in-house capability**. This will open up **new opportunities** for Finnish companies, but also alleviates the importance of choosing **right strategy** for market presence.





# REGULATORY ISSUES

- During the past few years China has increased regulation on businesses with number of new policies. In 2017 published Cyber Security Act – and the following **data protection regulations** – have added risk and cost of operating in China, especially for foreign companies.
- Geopolitical competition between US and China continues. EU is introducing new regulations impacting European companies operating in China. **Compliance** related issues will require increased attention, and companies need to have robust **risk management processes** in place for addressing sustainability and human rights issues.





# 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

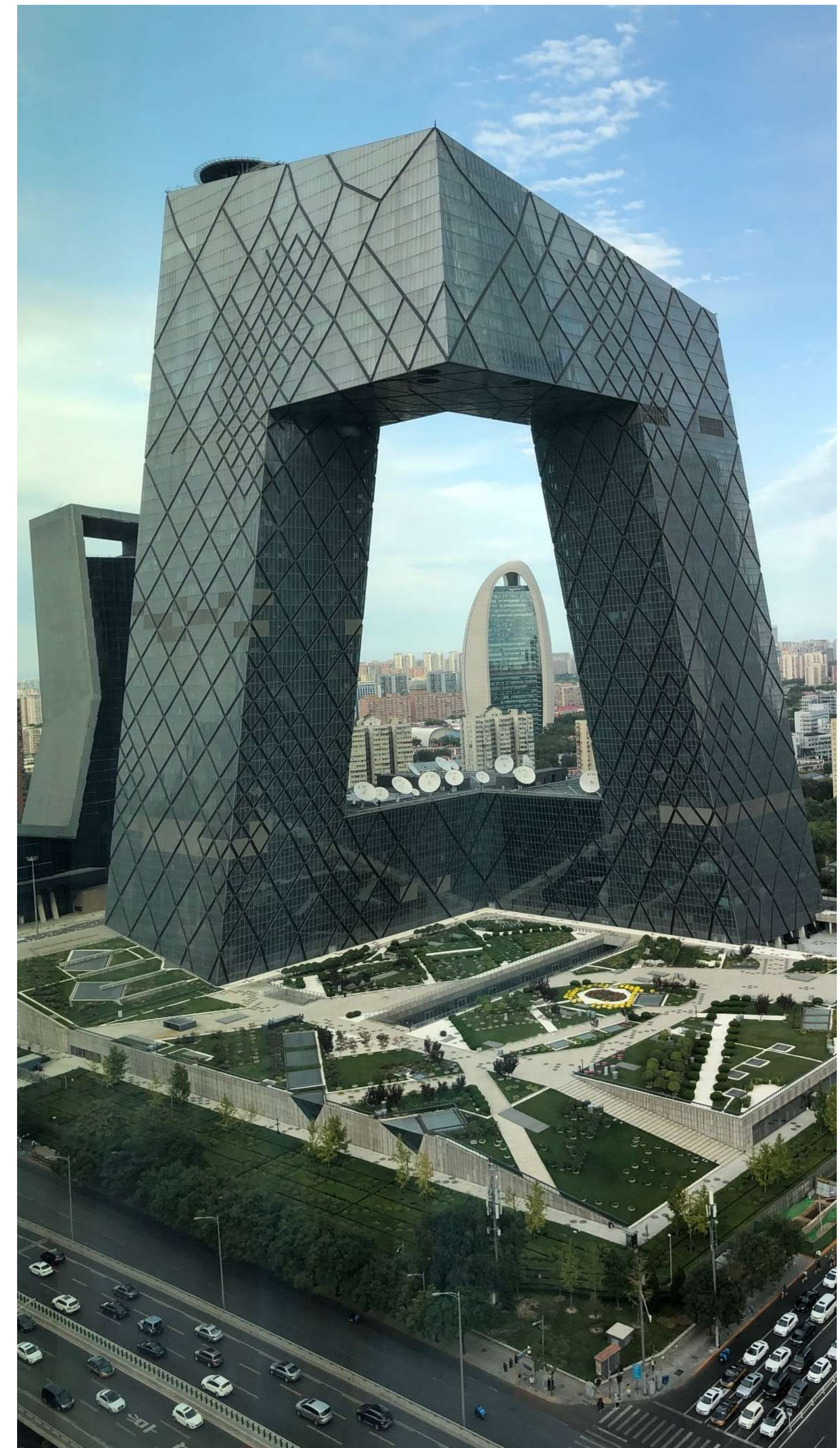
- Understand the China market
- Understand the opportunities
- Understand the impact of geopolitical issues
- Understand the IPR and regulatory issues



- 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







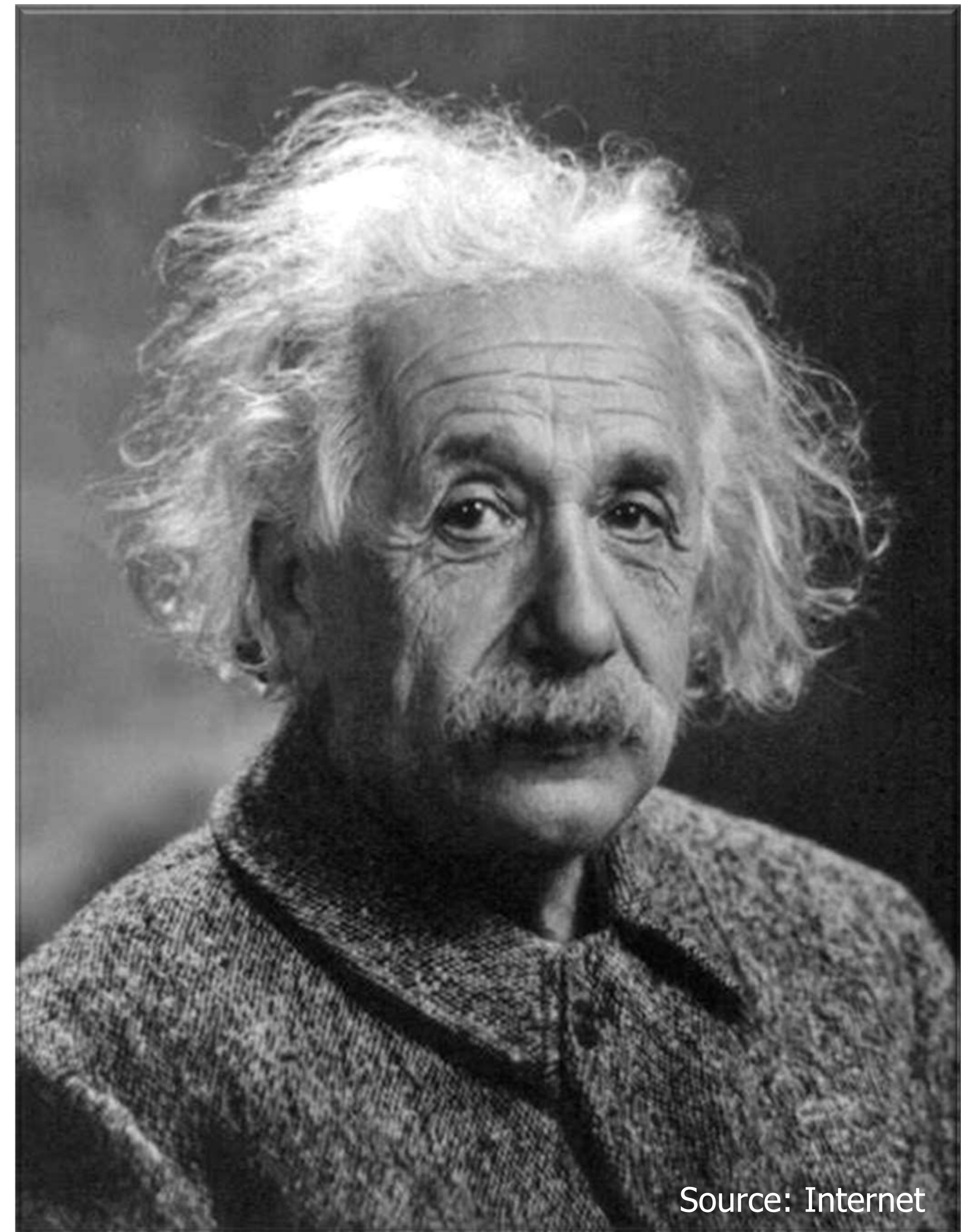
# INNOVATIONS

**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.**



**SUSTAINABLE  
DEVELOPMENT**

**GOALS**

**Growth**

**Smart Solutions**



# FINLAND IS ONE OF THE GREENEST COUNTRIES IN THE WORLD

The Environmental Performance Index 2016-2020

# FINLAND IS **THE BEST** IN INNOVATION



**THE BEST**  
university –  
industry research  
collaboration  
in the world \*<sub>1</sub>

**THE BEST**  
primary  
education  
in the world \*<sub>2</sub>

**THE BEST**  
business  
environment  
in the world \*<sub>1</sub>

**THE BEST**  
in the  
world in  
innovation \*<sub>4</sub>

**THE BEST**  
destination  
in EU for  
international  
business  
expansion \*<sub>3</sub>

**THE BEST**  
in the availability  
of scientists and  
engineers \*<sub>4</sub>

**THE BEST**  
in the availability of  
latest technologies  
\*<sub>4</sub>

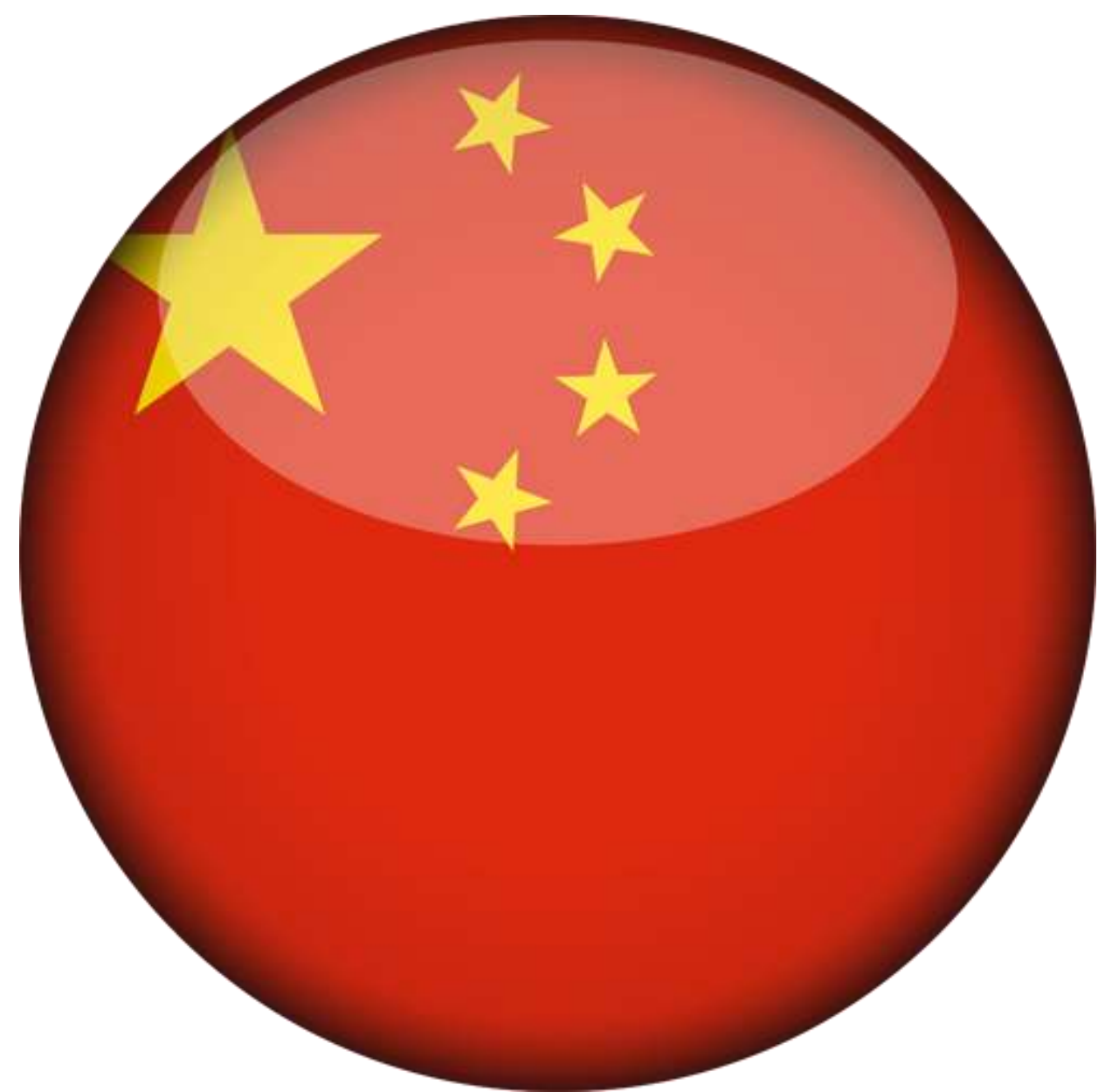
**3<sup>RD</sup> MOST**  
professionals  
working in  
research and  
development,  
relative to the  
population \*<sub>6</sub>

**3<sup>RD</sup> BEST**  
economic  
environment for  
business growth  
in the world \*<sub>5</sub>

**5<sup>TH</sup> BEST**  
English skills  
among the  
adults in  
the world \*<sub>7</sub>

1 Global Innovation Index 2016 / 2 World Economic Forum, The Global Competitiveness Report 2016-2017 / 3 FDI attractiveness scoreboard, Copenhagen Economics 2016  
4 World Economic Forum Global Competitiveness Report 2017-2018 / 5 Grant Thornton, Global Dynamism Index 2015 / 6 Bloomberg, Bloomberg 2017 Innovation Index  
7 Education First (EF), The world's largest ranking of countries by English skills / 8 The Consumer Technology Association (CTA)™ 2018





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









# FINLAND-CHINA JOINT INNOVATION CALLS AND INNOVATION COLLABORATION

[China](#) » [China Innovation](#)

[www.businessfinland.fi/en/locations/asia-india-and-oceania/china/china-innovation](http://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
	= nation-wide	
	= provincial	
Business Finland	Tsinghua University, Beijing (FinLab)	Market Access MAP program calls
Business Finland	Fudan University, Shanghai (iLab)	Market Access MAP program calls

Yangtze  
River  
Delta



# ANNUAL CLOCK OF CALLS IN 2023

Calls	Call opened	Call deadline	Results due (estimate)
<b>YRD-Shanghai (province)</b>	February 14	April 28	August (2023)
<b>YRD-Jiangsu (province)</b>	March 22	September 22	January (2024)
<b>YRD-Zhejiang (province)</b>	March 22	September 22	January (2024)
<b>MOST (national)</b>	June 15	Nov/Dec (earliest Nov 24)	Jun-Aug (2024)
<b>MAP-Tsinghua</b>	Open (June 15)	October 27	Dec (2023)/Jan (2024)
<b>MAP-Fudan</b>	Open (June 15)	October 27	Dec (2023)/Jan (2024)



= joint innovation calls



= Market Access Program (MAP) calls



# ELIGIBILITY/INNOVATION CALLS (1/2)

Country	MOST	YRD-Shanghai	YRD-Jiangsu	YRD-Zhejiang
<b>Finland</b>	<ul style="list-style-type: none"> <li>• individual company registered in Finland</li> <li>• co-innovation project (*)</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Finland</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Finland</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Finland</li> </ul>
<b>China</b>	<ul style="list-style-type: none"> <li>• company (**</li> <li>• university (**</li> <li>• institute (**</li> <li>+ consortium</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Shanghai</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Jiangsu</li> </ul>	<ul style="list-style-type: none"> <li>• individual company registered in Zhejiang</li> </ul>
<b>Remarks</b>	(*) either (a) two or more Finnish companies or (b) at least three Finnish companies (at least two applying Business Finland 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 <b>one Finnish partner</b> and <b>one Chinese partner</b> . In the provincial/municipal calls, only <b>individual companies</b> from both countries can apply. MOST calls also allow <b>co-innovation projects</b> (Finland) and <b>project consortia</b> (China) to participate.
2	The joint industrial R&D&I projects must be <b>highly innovative</b> and <b>business oriented</b> .
3	The proposals should <b>demonstrate applicant's resources for international collaboration</b> , in case of the Finnish applicants especially for <b>entering the Chinese markets</b> .
4	The proposal should demonstrate the contribution of the participants from both countries and the project must be <b>balanced</b> between participants and be <b>significant</b> to all partners.
5	The project partners should agree in advance on the <b>IP rights</b> and on the <b>commercialization strategy</b> of the product or process.
6	The proposal must include a <b>Bilateral Cooperation Form</b> 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
<b>Finland</b>	<ul style="list-style-type: none"> <li>• normal funding principles</li> <li>• 40-50% grants (*)</li> <li>• 50-70% loans</li> </ul>	<ul style="list-style-type: none"> <li>• normal funding principles</li> <li>• 40-50% grants</li> <li>• 50-70% loans</li> </ul>	<ul style="list-style-type: none"> <li>• normal funding principles</li> <li>• 40-50% grants</li> <li>• 50-70% loans</li> </ul>	<ul style="list-style-type: none"> <li>• normal funding principles</li> <li>• 40-50% grants</li> <li>• 50-70% loans</li> </ul>
<b>China</b>	<ul style="list-style-type: none"> <li>• MOST principles</li> <li>• 50% grants (1:1)</li> <li>• Max 3-5M RMB/project</li> </ul>	<ul style="list-style-type: none"> <li>• Shanghai principles</li> <li>• 33% grants (1:2)</li> <li>• Max 1M RMB/project</li> </ul>	<ul style="list-style-type: none"> <li>• Jiangsu principles</li> <li>• 50% grants (1:1)</li> <li>• Max 1.5M RMB/project</li> </ul>	<ul style="list-style-type: none"> <li>• Zhejiang principles</li> <li>• 20% grants (1:4)</li> <li>• Max 1.5M RMB/project</li> </ul>
<b>Remarks</b>	(*) 70-80% for research organizations in co-innovation projects			

**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
<b>Finland</b>	• Business Finland (*	• Business Finland	• Business Finland	• Business Finland
<b>China</b>	• MOST (*	• Shanghai S&T Commission	• Jiangsu S&T Department	• Zhejiang S&T Department
<b>Remarks</b>	(* Business Finland – MOST joint innovation calls had in 2022 temporarily a 2-phase application process, but from 2023 onwards the process is back to 1-phase (directly the final application)			

**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/>



# FUNDING AND SUBMISSIONS/MAP

Funding	Instruments	Funding principles	MAP application	Funding application
<b>Cost</b>	• 15.000 eur (Business Finland support possible, but is not mandatory for participation)			
<b>De minimis</b>	<ul style="list-style-type: none"> <li>• Market Explorer (&gt;5yrs)</li> <li>• Tempo (&lt;5yrs)</li> </ul>	• normal de minimis funding principles	• ask the form from and send it to the Business Finland MAP contact	• send a normal digital Business Finland funding application (with MAP application)
<b>R&amp;D</b>	• Included in an R&D or YIC/NIY project	• normal funding principles		

**NOTE:** More information about MAP program on [Tsinghua FinLab page](#) and [Fudan iLab page](#); about funding on <https://www.businessfinland.fi/en/for-finnish-customers/services/funding/> and submissions on <https://www.businessfinland.fi/en/for-finnish-customers/online-services/>



# ACTIONS (1/2)

Q	Action
Q1	<ul style="list-style-type: none"><li>• <i>Advising/coaching of the projects</i></li><li>• <a href="#"><u>Annual Clock of 2023 Finland-China Innovation calls and Finland-Shanghai Innovation Call Launch 2023 on 14.2.2023</u></a></li><li>• <a href="#"><u>Jiangsu and Zhejiang Innovation Calls Launching Webinar with Annual Clock of 2023 Finland-China Innovation Calls on 22.3.2023</u></a></li></ul>
Q2	<ul style="list-style-type: none"><li>• <i>Advising/coaching of the projects</i></li><li>• <b>Finland-Jiangsu Matchmaking Hybrid Event in May-June, 2023</b></li><li>• <b>Finland-Zhejiang Matchmaking Hybrid Event in May-June, 2023</b></li><li>• <b>MOST Innovation and MAP Calls Launching Webinar on 15.6.2023</b></li><li>• <i>Application submissions (Shanghai)</i></li></ul>



# ACTIONS (2/2)

Q	Action
Q3	<ul style="list-style-type: none"><li>• <i>Advising/coaching of the projects</i></li><li>• <b>MOST Innovation Call Matchmaking Hybrid Event in September, 2023</b></li><li>• <i>Application submissions (Jiangsu, Zhejiang)</i></li></ul>
Q4	<ul style="list-style-type: none"><li>• <i>Advising/coaching of the projects</i></li><li>• <i>Application submissions (MOST, MAP Fudan, MAP Tsinghua)</i></li></ul>





# **LAUNCH: JIANGSU INNOVATION CALL**

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



# JIANGSU INNOVATION CALL (1/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
YRD-Jiangsu	March 22	September 22	January (2024)

Topic	Details
Number of projects to be funded	Not strictly limited
Funding available	<b>China:</b> 1.5M RMB/project, 1:1 (50%), grants <b>Finland:</b> not fixed, 40-50% grants, 50-70% loans
Eligibility	<b>China:</b> individual company registered in Jiangsu (due 31 December 2021) <b>Finland:</b> individual company registered in Finland
Remarks	1-phase application



# JIANGSU INNOVATION CALL (2/3)

[OPEN](#)

Topic
Carbon Reduction
Health
Industrial Digitalisation
Circular Economy
Other fields both sides agree to fund



# JIANGSU INNOVATION CALL (3/3)

**OPEN**

Innovation Call	Call opened	Call deadline	Results due (estimate)
<b>YRD-Jiangsu</b>	March 22	September 22	August

Topic	Details
<b>Project Plan</b>	Use Business Finland's submission system
<b>Bilateral Cooperation Form</b>	BF-Jiangsu Bilateral Cooperation Form 2023 (note: input <u>only non-confidential information</u> especially in Parts 2.2-2.5 and 4)
<b>IPR</b>	Include remarks into Bilateral Cooperation Form; a more comprehensive IPR agreement can be made separately; consider a Consortium Agreement, if needed
<b>Remarks</b>	Send the application using Business Finland's submission system: <a href="https://www.businessfinland.fi/en/for-finnish-customers/online-services/">https://www.businessfinland.fi/en/for-finnish-customers/online-services/</a>





# **LAUNCH: ZHEJIANG INNOVATION CALL**

**Joint funding for Finland-China R&D collaboration projects with  
Business Finland and Zhejiang Provincial Department of Science and Technology**



# ZHEJIANG INNOVATION CALL (1/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
YRD-Zhejiang	March 22	September 22	January (2024)

Topic	Details
Number of projects to be funded	Not strictly limited
Funding available	<b>China:</b> 1.5M RMB/project, 1:4 (20%), grants <b>Finland:</b> not fixed, 40-50% grants, 50-70% loans
Eligibility	<b>China:</b> individual company registered in Zhejiang <b>Finland:</b> individual company registered in Finland
Remarks	1-phase application



# ZHEJIANG INNOVATION CALL (2/3)

OPEN

Topic
Carbon Reduction
Health
Industrial Digitalisation
Circular Economy
Other fields both sides agree to fund



# ZHEJIANG INNOVATION CALL (3/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
YRD-Zhejiang	March 22	September 22	August

Topic	Details
Project Plan	Use Business Finland's submission system
Bilateral Cooperation Form	BF-Zhejiang Bilateral Cooperation Form 2023 (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: <a href="https://www.businessfinland.fi/en/for-finnish-customers/online-services/">https://www.businessfinland.fi/en/for-finnish-customers/online-services/</a>





# FORMS

**Bilateral Cooperation Forms related to Jiangsu and Zhejiang calls  
Optional Consortium Agreement (mandatory in the MOST call)**



# 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.





## OTHER CALLS

**Already launched calls in 2023: Shanghai joint innovation call**

**Coming calls in 2023: MOST joint innovation call**



# SHANGHAI INNOVATION CALL (1/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
YRD-Shanghai	February 14	April 28	August

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



# SHANGHAI INNOVATION CALL (2/3)

OPEN

Topic	Details
Carbon Reduction	Also including <b>Energy</b> , and <b>Bio and Circular Economy</b> area; for example, distributed and flexible power systems, district and industrial heating & cooling, bioenergy and waste to power, sustainable packaging, sustainable construction, and textile & plastic recycling
Health	Also including <b>Digital Services and Solutions</b> ; for example, agetech, early diagnosis, and digital assisted wellbeing
Industrial Digitalisation	Also including <b>Digital Transformation</b> ; for example, terminal automation, digital solutions for metal & machinery industry, intelligent connected vehicle, sensor and data process solutions, digital ports, and green and smart ships



# SHANGHAI INNOVATION CALL (3/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
YRD-Shanghai	February 14	April 28	August

Topic	Details
Project Plan	Use Business Finland's submission system
Bilateral Cooperation Form	BF-Shanghai Bilateral Cooperation Form 2023 (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: <a href="https://www.businessfinland.fi/en/for-finnish-customers/online-services/">https://www.businessfinland.fi/en/for-finnish-customers/online-services/</a>



# SNEAK PEAK TO COMING CALLS

## **MOST (initial; launch 15.6.2023):**

- 1. Carbon Reduction**
- 2. Health**
- 3. Industrial Digitalisation**
- 4. Circular Economy**

**The MOST call will initially integrate partially last year's topics Smart and Green Energy | Mobility | Industries and Health & Agetech under the new topics.**

**Note: The call topics on this page are subject to change for the final call text!**



# BUSINESS FINLAND

Information Sharing and Call Launching Event 22.3.2023



## INNOVATIONS AND CHINA

## ANNUAL CLOCK AND GENERAL REMARKS

## LAUNCHES: JIANGSU AND ZHEJIANG CALLS

## ADVICE AND INSTRUCTIONS





# **ARE YOU READY FOR CHINA?**

**Market understanding?**

**Regulation? Resources?**



# ARE YOU READY FOR CHINA?

"The proposals should **demonstrate applicant's resources for international collaboration**, in case of the Finnish applicants especially for **entering the Chinese markets**."

## Ask from yourself:

Do you want to **enter** the China market or to **expand** in China?

Do you know enough about Chinese **market** and **regulation**?

Do you have enough **resources** for 2-3 years **to do R&D** collaboration abroad?

Do you have enough **resources to do business** at the same time?

Is the collaboration topic or the partner something that can bring **added value**?

Would some **other** Business Finland support be more suitable at this moment?



# 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 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. Alternatively, you might want to apply for **Market Access Program (MAP)** via Tsinghua or Fudan universities.

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





# THINK WANT YOU WANT

**Entry/expansion? R&D?**

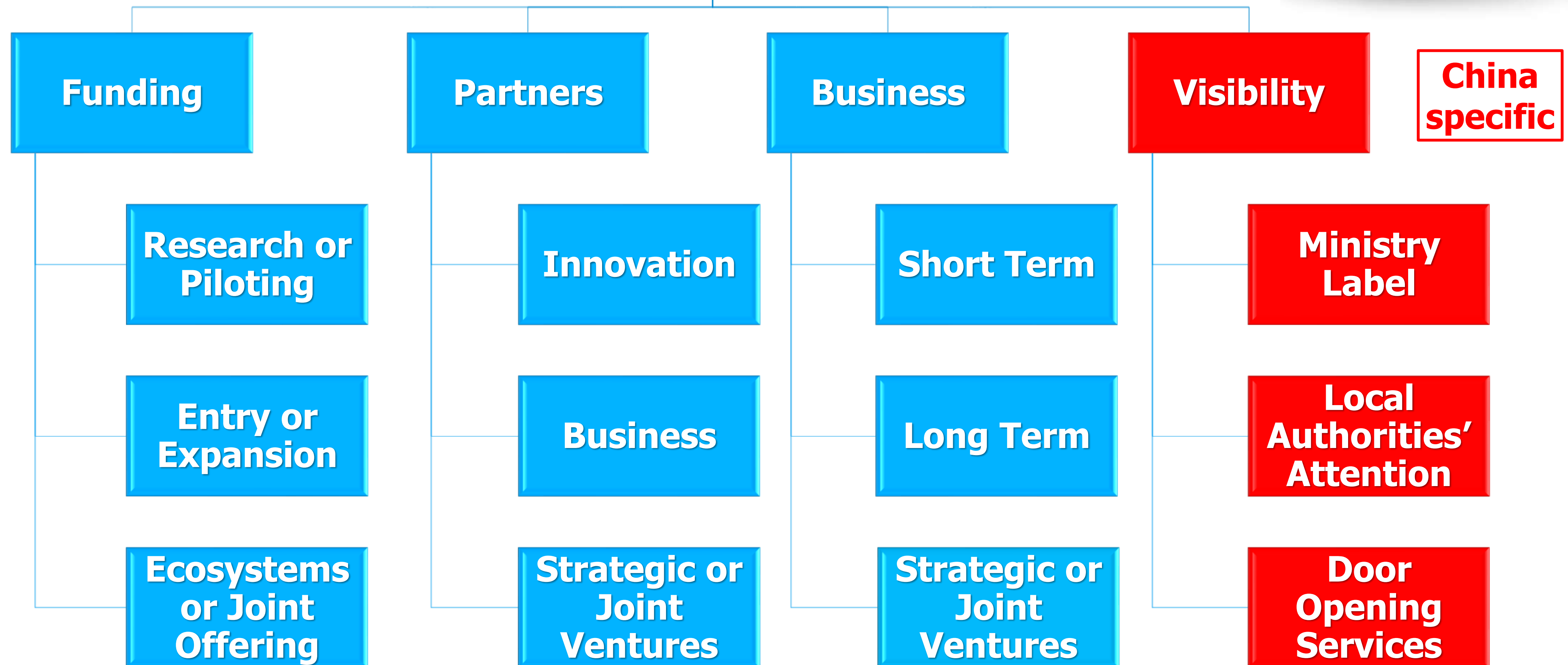
**Partners? Customers?**



# JOINT INNOVATION CALLS IN CHINA



## Joint Innovation Calls





# 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





# CONSULT BUSINESS FINLAND

**One should consult Business Finland before submitting the application**  
**One can consult Business Finland at any time during the preparation process**



# BUSINESS FINLAND SERVICES

- Internationalization Services
- Funding Services

## Basic Services

### Internationalization Advice

- Market selection and validation
- Defining market entry model
- Local problem solving
- Local renewal and growth plan

### Market Information and Contacts

- Market specific information
- Expert and service provider search
- Meet the Buyer
- TF Market Opportunities
- Team Finland Visits/Delegations

### Funding

- Tempo
- Market Explorer
- R&D
- Co-Innovation
- Advice for EU funding

## Specific Services

- Localizing and validating the product offering
- Local way of contracting and negotiating

- Joint offering
- Trade fair services
- International business programs (GAP, MAP, etc.)
- Accelerators abroad
- Soft landing services
- Finnish suppliers
- "Meet the Network / Grow Your Network"
- European Enterprise Network EEN
- European programs (Eureka, Eurostars, Cost)
- Future Watch
- Dealflow.fi
- Shipping handbook
- Publications, guides

- Innovation voucher
- Exhibition Explorer
- Talent Explorer
- Group Explorer
- Into
- NIY
- Research to business
- Co-creation, Co-research
- Innovative Public procurements
- Growth Engine
- Testbed
- Energy aid
- Material audit
- Innovation aid for shipbuilding
- Production incentive for audiovisual industry

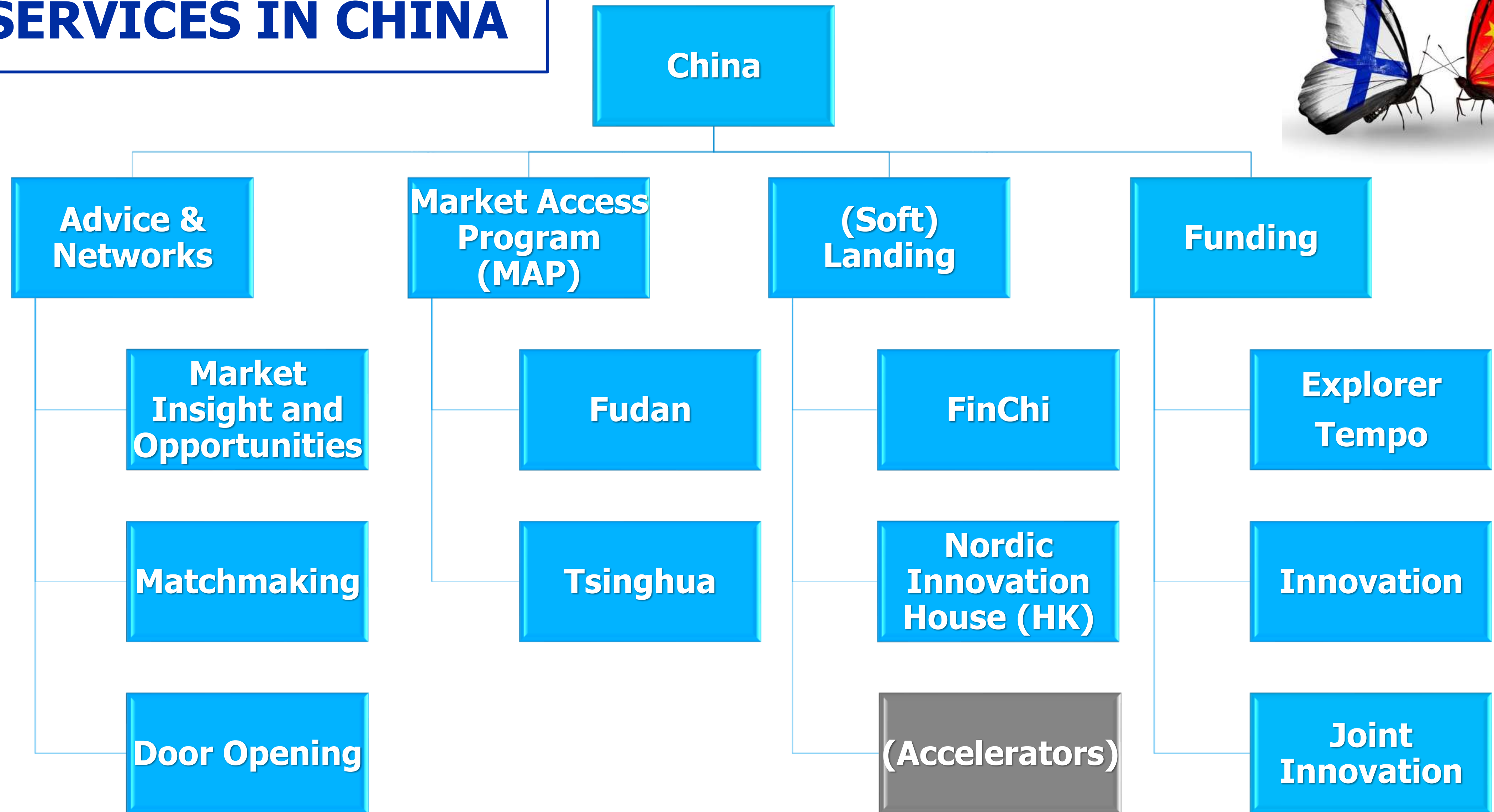
## Thematic

### Programs

### Ecosystems

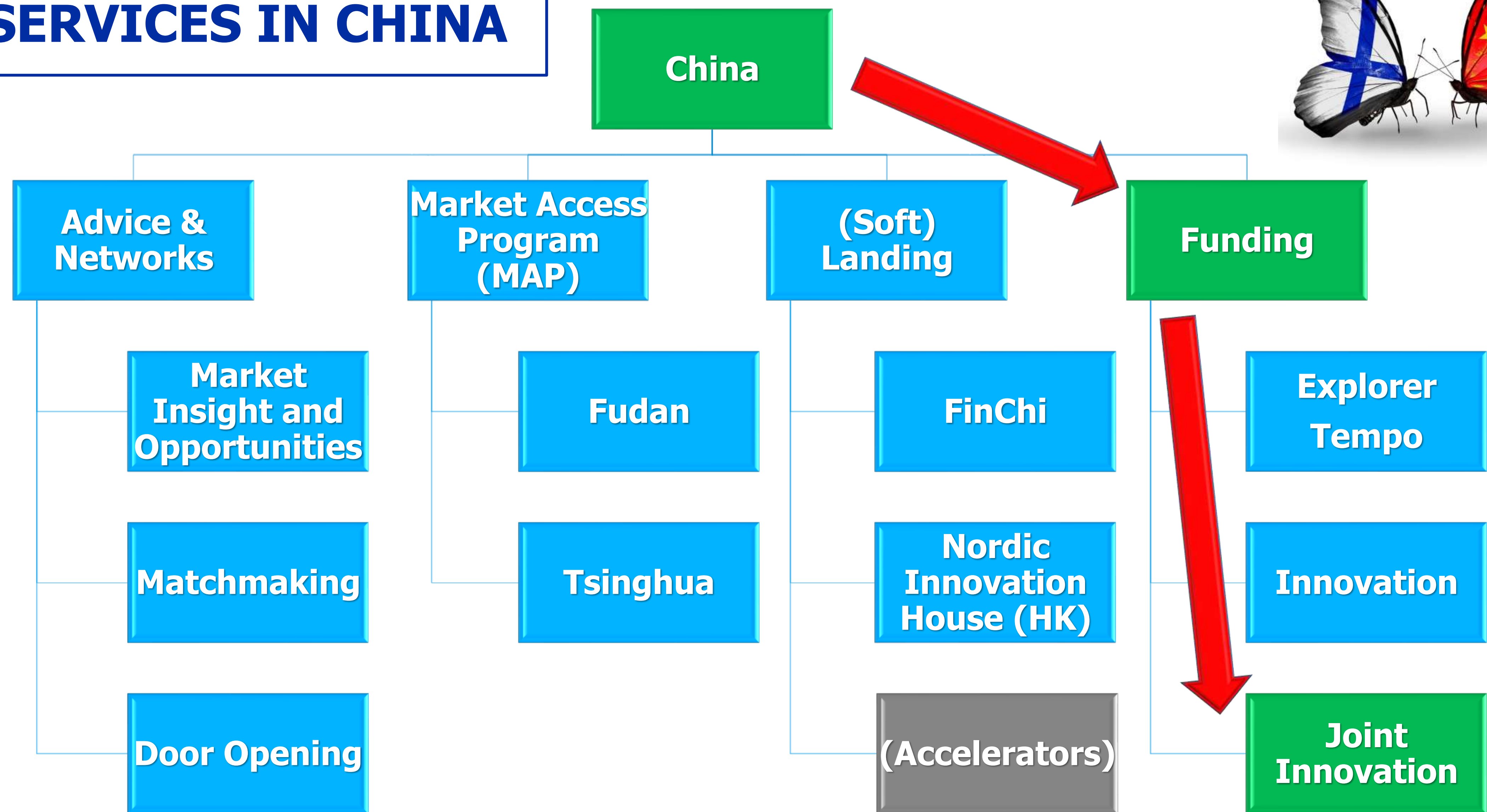


# BF SERVICES IN CHINA





# BF SERVICES IN CHINA







# IPR

**IPR systems in Europe and China are different**  
**Get familiar with the China IPR system and protect your rights**



## 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](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 resource you are looking for. The filter options will help you navigate our library and facilitate your search.

[Factsheets](#)

[IP Guides](#)

[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](#)





# MATCHMAKINGS

**Seminars, webinars or hybrid events**

**High visibility – good promotion**



# MATCHMAKINGS

## Remarks:

- Earlier **seminars**, nowadays also **webinars** or **hybrid events**
- Potentially **high visibility** to a large audience with thousands of people
- Good way to **promote yourself** even if it would not lead to any project

## Examples from years 2020-2021:

- BF, MOST and several provinces jointly present
- 30-40 Finnish and Chinese organizations
- More than 24.000/72.000(!) viewers

## Examples from year 2022:

- Separate matchmakings, 30-40 organizations
- Several thousands of participants altogether







# CHECKLIST AND COMMON MISTAKES

**Main things to remember when preparing applications**

**Remember to consult Business Finland during the preparation process**



# 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)**

BUSINESS  
FINLAND

**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. Business Finland is not contacted and consulted**
  - Early enough or at all
- 2. Eligibility criteria are not carefully checked**
  - E.g., from the Finnish side research organizations cannot apply alone in the MOST calls
- 3. Applicants are not strong enough for China market**
  - In co-innovation projects this might mean that entire project is not eligible
- 4. Objectives and export targets are not ambitious enough**
  - Export factor 20-30 is required according to normal Business Finland requirements
- 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!)**





# CONTACTS

**Business Finland advisors can help you in both practical application preparation and funding matters, but also in finding partners and in advising/coaching the application contents**





# FINLAND-CHINA JOINT INNOVATION CALLS AND INNOVATION COLLABORATION

[China](#) » [China Innovation](#)

[www.businessfinland.fi/en/locations/asia-india-and-oceania/china/china-innovation](http://www.businessfinland.fi/en/locations/asia-india-and-oceania/china/china-innovation)



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Maarit KOKKO



Ilmari ABSETZ



Shi Ting CHEN





# **BUSINESS FINLAND CHINA**

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





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**Updated  
Year 2023  
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**BUSINESS FINLAND VISION**

**FINLAND DEFINING  
THE FUTURE  
TOGETHER WITH YOU**



# BUSINESS FINLAND

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