

**BUSINESS
FINLAND**

Call Launch — 28 June 2023



FINLAND-CHINA MOST JOINT INNOVATION AND MARKET ACCESS (MAP) CALLS 2023

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**BUSINESS
FINLAND**

Call Launch — 28 June 2023



INTRODUCTION

ANNUAL CLOCK AND GENERAL REMARKS

MOST AND MAP CALLS 2023

ADVICE AND INSTRUCTIONS

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FINLAND**

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INTRODUCTION

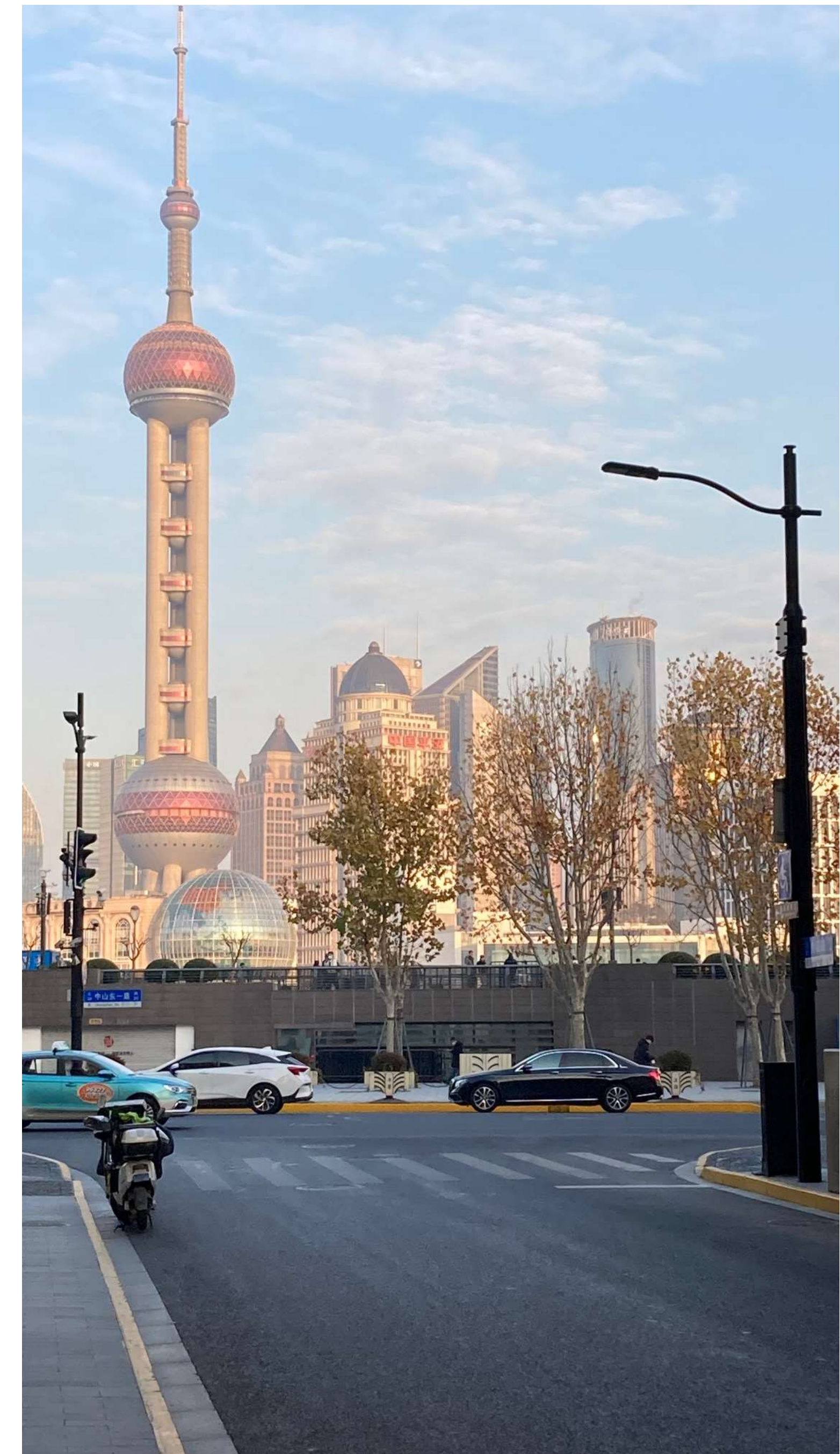
ANNUAL CLOCK AND GENERAL REMARKS

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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

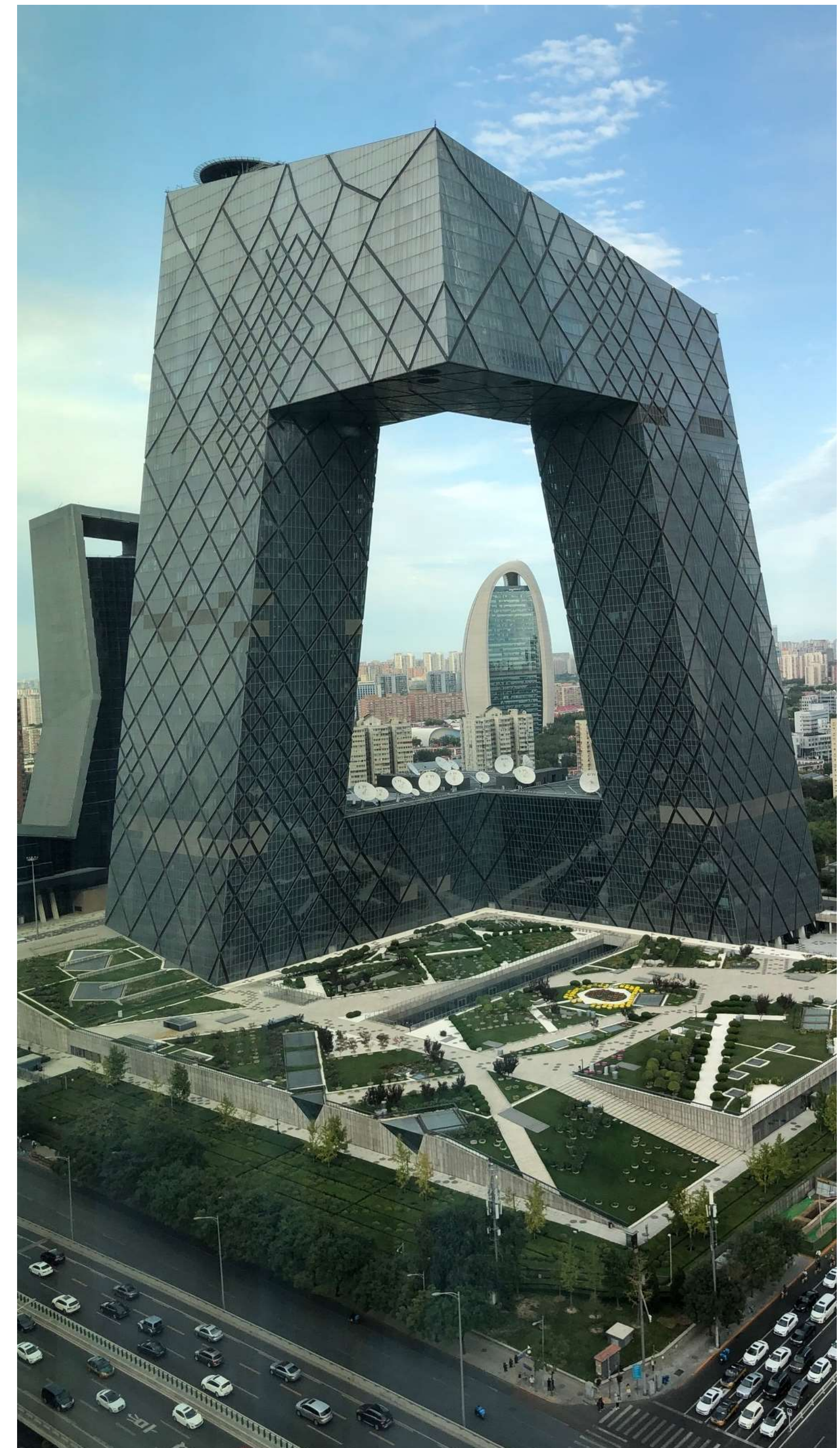
- Understand the China market
- Understand the opportunities
- Understand the challenges
- Understand the IPR and regulatory issues



- 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



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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
<div></div> = nation-wide <div></div> = 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)
YRD-Shanghai (province)	February 14	April 28	August (2023)
YRD-Jiangsu (province)	March 22	September 22	January (2024)
YRD-Zhejiang (province)	March 22	September 22	January (2024)
MOST (national)	June 28	Nov/Dec (earliest Nov 24)	Jun-Aug (2024)
MAP-Tsinghua	June 28	October 27	Dec (2023)/Jan (2024)
MAP-Fudan	June 28	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
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 • 40-50% grants (*) • 50-70% loans 	<ul style="list-style-type: none"> • normal funding principles • 40-50% grants • 50-70% loans 	<ul style="list-style-type: none"> • normal funding principles • 40-50% grants • 50-70% loans 	<ul style="list-style-type: none"> • normal funding principles • 40-50% 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) • 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 (** applies for 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	(* 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
Cost	• 15.000 eur (Business Finland support possible, but is not mandatory for participation)			
De minimis	<ul style="list-style-type: none"> • Market Explorer (>5yrs) • Tempo (<5yrs) 	• 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)
R&D	• 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/>

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MOST INNOVATION CALL

**Joint funding for China-Finland R&D collaboration projects with
Business Finland and MOST (Ministry of Science and Technology of China)**

MOST INNOVATION CALL (1/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
MOST	June 28	November 24 (*	June-August (2024)

Topic	Details
Number of projects to be funded	Max 15
Funding available	China: 4M RMB/project, 60M RMB in total, 1:1 (50%), grants Finland: not fixed, 40-50% grants, 50-70% loans (70% for res. orgs.)
Eligibility	China: company/university/institute registered in China + consortium Finland: individual company registered in Finland, co-innovation project
Remarks	(* earliest option, actual deadline depends on the call launch date in China

MOST INNOVATION CALL (2/3)

OPEN

Topic	Details
Carbon Reduction and Circular Economy	(1) Smart and green energy solutions, (2) Sustainable construction, (3) Bio and circular economy, and (4) Green industry parks
Health and Agetech	(1) Digital health, (2) Agetech, (3) IVDs (In Vtro Diagnostics), and (4) Life sciences area
Industrial Digitalisation and Renewal	(1) Intelligent vehicle and mobility, (2) Smart and green ships, shipping and ports, (3) Utilization of digital technologies in order to create smart and efficient solutions, systems and processes, and (4) Applying similar topics as above in different industries to drive carbon neutrality, sustainable development and manufacturing, and industrial renewal

MOST INNOVATION CALL (3/3)

OPEN

Innovation Call	Call opened	Call deadline	Results due (estimate)
MOST	June 28	November 24 (*	June-August (2024)

Topic	Details
Project Plan	Use Business Finland's submission system
Bilateral Cooperation Form	BF-MOST Finland-China Bilateral Cooperation Form 2023 (note: input <u>only non-confidential information</u>)
Consortium Agreement	Use a joint form, including remarks on IPR (note: input <u>only non-confidential information</u>); a more comprehensive IPR agreement can be made separately
Remarks	Send the application using Business Finland's submission system: https://www.businessfinland.fi/en/for-finnish-customers/online-services/

BILATERAL COOPERATION FORM

1. Basic information

- 1.1 Project Title
- 1.2 Project Abstract (max. 300 words)
- 1.3 Technical Field
- 1.4 Cooperation Participants (Roles, Country, Contribution, Budget, Implementation Time, Total Budget)
- 1.5 Start Time, Finish Time

2. Project outline

- 2.1 Project Description
- 2.2 Advancements and Innovativeness of the Technology
- 2.3 Cooperation Content of Both Sides
- 2.4 Estimated Achievements
- 2.5 Ownership of Intellectual Property

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.

CONTACTS

■ Finland contacts in China:

- **Mika KLEMETTINEN** (Finnish, English)
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 - Tel: +86 134 8274 6884
 - E-mail: mika.klemettinen@businessfinland.fi
- **Elisa YU** (English, Chinese)
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■ Finland contacts in Finland:

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- **Ilmari ABSETZ** (Finnish, English)
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■ MOST contacts:

- **YU Sha**
 - Program Officer
 - Tel: +86 10 68581760
 - E-mail: yus@cstec.org.cn
- **LIAN Jiacan**
 - Program Officer
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MARKET ACCESS PROGRAM (MAP) CALL

**Market Access Program (MAP)
to Asia/China**

WHAT MAP OFFERS?

- **Two business schools of world prestigious universities from China**
 - Fudan iLab, Fudan University, Shanghai, China
 - Tsinghua FinLab, Tsinghua University, Beijing, China
- **MBA teams (3-5 students) with strong local expertise**
- **Provide market research for a Finnish company targeting Chinese market**
 - Market analysis for market entrance
 - Feasibility analysis for business operations
 - Product analysis and a development strategy
 - Business plan evaluation (focus points, networking, marketing, distribution and financing plan, etc.)



NOTE: Not a consultant service, no partner searching and deal closing

TARGET CLIENTS

Innovative and
competitive products

Sufficient financial
resources

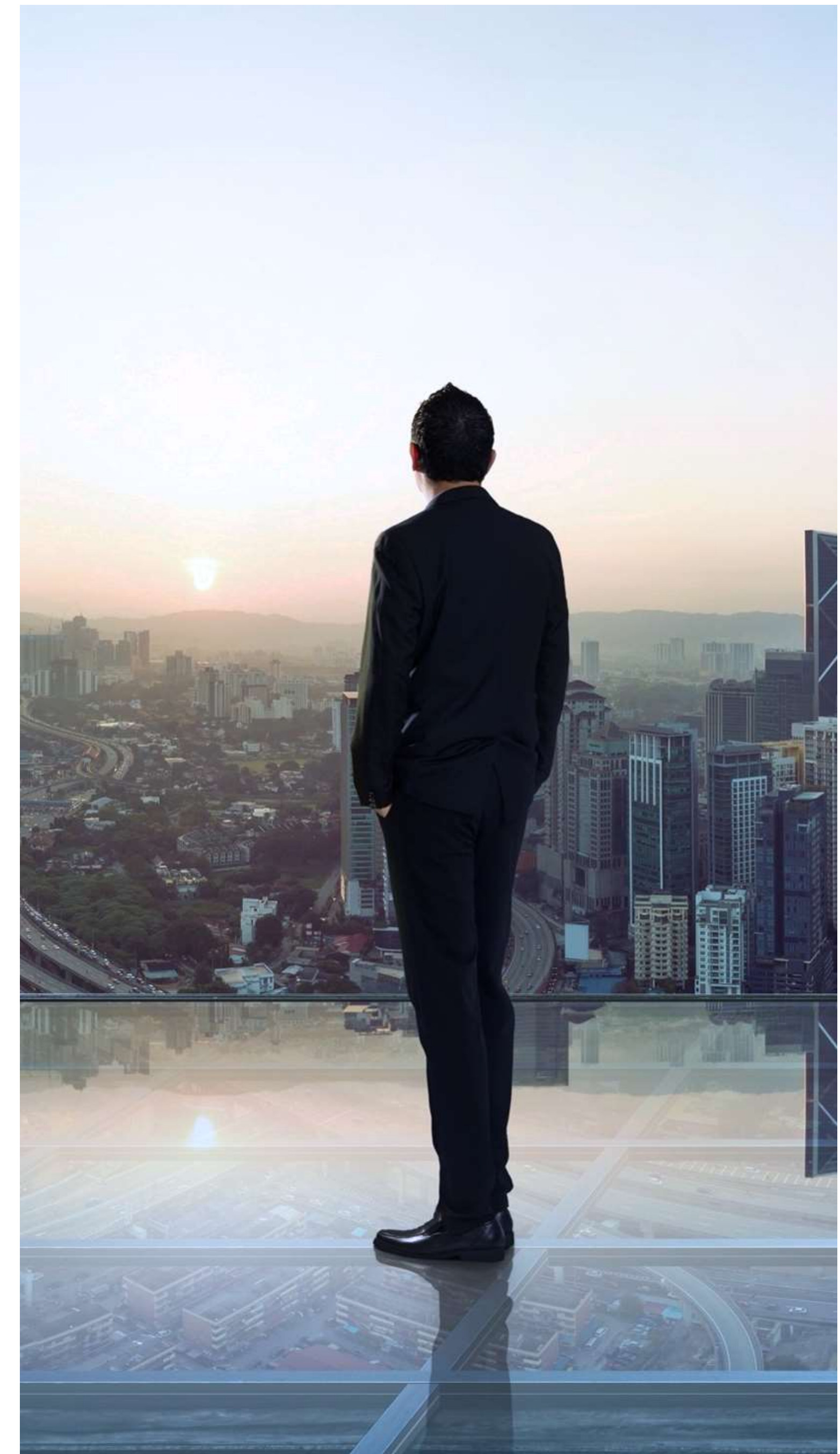
Paying customers

SME, Midcap, Large

4 months, appr. 15
000€

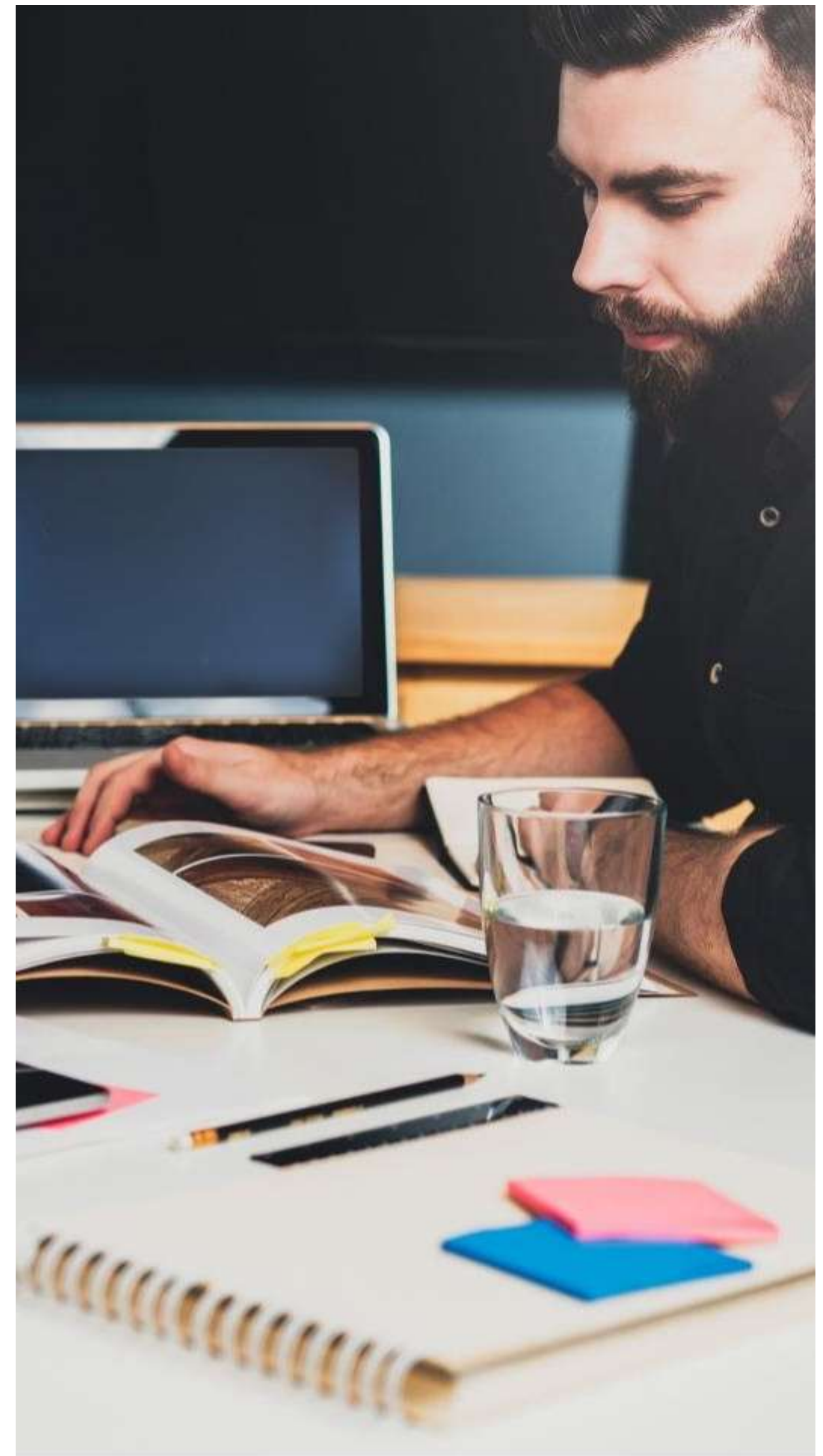
Market Explorer,
Tempo, R&D, NIY

► www.businessfinland.fi/en/for-finnish-customers/services/international-growth/market-access/



MAP CALL SCHEDULE 2023-2024

- **27 October, 2023**
 - Deadline for application
- **November, 2023**
 - Candidate companies online interview by Tsinghua and Fudan
- **December, 2023**
 - Project team recruitment by Tsinghua and Fudan
- **January, 2024**
 - First intro meeting between company and project team
 - Settlement of admin issues (contract/NDA/etc.)
- **March, 2024**
 - Official kick-off meeting to start the project
- **April/May, 2024**
 - Project team visit to company HQ in Finland
- **June, 2024**
 - Final presentation and submission of final report



MAP FUDAN (SHANGHAI)

OPEN

MAP Call	Call opened	Call deadline	Results due (estimate)
FUDAN	June 28	October 27	Dec (2023) - Jan (2024)

Topic	Details
Number of projects to be accepted	Max 3
Costs and funding	Cost 15.000 € Business Finland support possible, but is not mandatory for participation
Eligibility	Individual company registered in Finland
Remarks	Contact Ms Shi Ting CHEN for the application form, form to be sent by email to Ms CHEN

MAP TSINGHUA (BEIJING)

OPEN

MAP Call	Call opened	Call deadline	Results due (estimate)
TSINGHUA	June 28	October 27	Dec (2023) - Jan (2024)

Topic	Details
Number of projects to be accepted	Max 3
Costs and funding	Cost 15.000 € Business Finland support possible, but is not mandatory for participation
Eligibility	Individual company registered in Finland
Remarks	Contact Ms Shi Ting CHEN for the application form, form to be sent by email to Ms CHEN

CONTACTS

- **MAP contacts in China:**

- **Mika KLEMETTINEN** (Finnish, English)
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- **Elisa YU** (English, Chinese)
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- **MAP contact in Finland:**

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

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 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](#)

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

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Elisa YU



Maarit KOKKO



Ilmari ABSETZ



Shi Ting CHEN



BUSINESS FINLAND CHINA

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



BUSINESS FINLAND

THANK YOU! 谢谢!



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