

Technology Showcase Events in China 2012

Promote your technology products at leading science parks
and high-tech development zones in China

In collaboration with:



Jining New & Hi-Tech
Industrial Park



Zhongguancun Science Park,
Beijing



East Lake High-Tech
Development Zone



Government of
Suzhou



Zhongshan Torch High-
Tech Industrial Park

Technology Showcase Events

Tucker & Partners and the China Guanghua Science & Technology Foundation have developed a rolling programme of technology showcase events at leading science parks and high-technology development zones in China. This initiative provides a unique and low-cost opportunity for technology companies to gain access to the heart of the Chinese technology sector.

Schedule for 2012

The programme for 2012 will include at least five major showcase events. Four showcase events have been confirmed in Jining, Zhongshan, and Wuhan (two events). Two further events at Beijing (Zhongguancun) and Suzhou will be confirmed shortly. Additional events may also be arranged before the end of 2012.

Co-location with major exhibitions

Most of the technology showcases will be co-located with major national or international exhibitions. This guarantees substantial traffic to our showcase area from a well-qualified audience. The volume of visitors to some of these events runs to many tens of thousands. For example, the "Optics Valley" Expo at Wuhan had over **78,000 visitors** last year!

Format

The showcase events involve just poster displays (the Chinese seem to do this all the time!) – and representatives of the **participating companies are NOT required to be present**. We, our partners, and our hosts will promote participants' technologies and facilitate introductions to potential buyers, partners, and investors. After the showcase events, we will provide feedback and forward any leads to participating companies.

Bespoke services

We offer bespoke services for larger organisations with portfolios of products and/or technologies for licensing.

Benefits

- **Find buyers, licensees, strategic partners, manufacturers, and investors.**
- **Unique, low-cost marketing channel** into the heart of the Chinese technology sector.
- **Target 100,000+ potential customers/partners**
- **NO NEED TO BE PRESENT**
- **Evaluate the Chinese market** for your products and technologies.
- **Generate leads** before going to China.
- **Receive expert guidance and advice.**

Who Should Participate?

The events are open to technology companies of all sizes, from early stage companies to multinational organisations, venture capital firms, government agencies and universities. Sectors include:

- Information technology and software
- Communications and telecoms
- Semiconductors, electronics, instrumentation
- Optics, imaging, optoelectronics, LED lighting
- Advanced engineering
- Materials sciences
- Medical devices
- Biosciences
- Clean energy and transport
- Environmental and energy-saving technology

Registration

Prices start from £850+VAT. Please contact us for further information and to register for this initiative

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Format of Showcase Events

Representatives of participating organisations are **NOT required to attend these events in person.**

Instead, they will be offered the opportunity to display their technologies on two A0 (1189 mm x 841 mm) poster boards.

Participants should provide electronic information for the posters. We will provide a template.

Protection of intellectual property is important in China – as it is in many countries. As China has become more economically dependent on indigenous technology industries, it has tightened up its enforcement of intellectual property rights. Nevertheless, it is important to be vigilant and participants should take care to protect their intellectual property and avoid revealing sensitive technical or commercial information. Legal advice should be sought wherever necessary.

The content should be translated into Chinese (Mandarin). We can provide translation services if required (additional fee applies).

The posters will be printed by the Foundation in China, assembled and displayed in an area of the exhibition hall specially set aside for the purpose.

Tucker & Partners and the China Guanghua Science & Technology Foundation, together with the science parks and high-tech development zones will **actively promote** participants' technologies **and facilitate introductions** to potential buyers, licensees, strategic partners and investors, including private- and state-owned corporations, universities, and technology transfer organisations.

Our Unique Channel

China's 12th Five-Year Plan (FYP), released in March 2011, focuses on the rebalancing of the Chinese economy from export-led growth to domestic-led growth by encouraging domestic consumption and the growth of the service sector. Scientific development and moving from low value-added manufacturing to higher value-added manufacturing are key elements of this strategy.

The FYP also identifies seven strategic emerging industries as drivers of China's development:

- Energy conservation and environmental protection
- New generation information technology
- Biosciences
- High-end equipment manufacturing
- Clean energy
- New materials
- Clean transportation

The FYP also encourages inward investment in the technology sector as well as supporting and encouraging Chinese technology companies and organisations to invest and collaborate internationally.

Chinese science parks and high-technology development zones have a key role to play in implementing the FYP. Many are launching new initiatives and development programmes focusing on these strategic emerging industries, and the technology fairs and expositions they host also reflect this new emphasis and increasingly international in outlook.

Our unique initiative addresses this developing opportunity: we aim to make it easier for foreign technology companies to enter the Chinese market.

Provisional Schedule for 2012

Date	Venue	Details
26-28 June	Jining New and Hi-Tech Industrial Park , Shandong Province	Our showcase will be co-located with the 11th Chinese Patent and New High-Tech Products Expo . All technologies welcome.
6-8 July	Zhongshan Torch High-Tech Development Zone , Guangdong Province	Our showcase be held at the Zhongshan Torch International Exhibition Centre and co-located with the 7th China (Zhongshan) Equipment Manufacturing Expo and the 1st Energy Saving, Environmental Protection, and New Energy Industry Expo . All technologies welcome.
July/Aug (TBC)	Government of Suzhou , Guangdong Province	Dates and details will be confirmed shortly. Our showcase event will be organized in collaboration with the Bureau of Science and Technology of the Government of Suzhou .
July/Aug (TBC)	Zhongguancun Science Park , Beijing	Dates will be confirmed shortly.
17-18 September	Wuhan, Hubei Province	Our showcase event is being organised in collaboration with the Hubei Economy and Information Technology Commission and will be co-located with the Chan Xue Yan Project Fair , which focuses on technology transfer, commercialisation and investment. All technologies welcome.
2-5 November	East Lake High-Tech Development Zone , Wuhan, Hubei Province	Our showcase will be co-located with the Optics Valley of China International Optoelectronic Exposition and Forum (OVC EXPO) . All technologies welcome. Companies with technologies related to the OVC EXPO may attend in person and bring demonstrations (additional fees will apply).

Additional events may be added to the list later. For updates please visit our website.

Registration

Please contact Tucker & Partners for an application form at ChinaShowcase@tuckerandpartners.com, or call us on +44 20 7193 2941 (main number) or +44 20 7193 0108 (Christopher Tucker, CEO).

Fees

Companies promoting a single product / technology

Registration: £850 + VAT
Translation of two A0 posters into Mandarin (if required): £150 + VAT

Large corporations, government agencies, universities

Registration and tailored packages: Please contact us

Registrants will also pay a commission if introductions made during this programme lead to business or investment. The commission will be 3% of sales generated, licence fees, or funds raised, or 3% of the value committed to a joint venture company.

Post registration

- 1) Provide us with a presentation on your company and product / technology for display on two standard A0 (1189mm x 841 mm) display boards. The presentation will provide key information on the company and its technology. Templates and other resources will be available on the Tucker & Partners' website.
- 2) Participating companies will need to arrange for the information provided to be translated into Chinese and bear the cost of doing so. Alternatively Tucker & Partners can arrange translation services for an additional charge.
- 3) Provide us with a concise summary of the company, and product / technology (English is sufficient initially).
- 4) Be ready to supply further marketing materials for follow up activities.
- 5) **Protection of intellectual property is particularly important in China.** Please ensure you are adequately protected. Please do not include any sensitive intellectual property in your display materials. If you need any guidance, please call us.

Contact us

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About Tucker & Partners

[Tucker & Partners](#) is a UK-based international business consultancy with consultants in Europe, North America and China. Tucker & Partners advises and assists companies, mostly in the technology sector, on strategy, finance, and international business development. Tucker & Partners represents the [China Guanghua Science & Technology Foundation](#) in Europe for all matters relating to technology transfer and technology commercialisation. Tucker & Partners has recently facilitated collaboration agreements between the China Guanghua Science & Technology Foundation and the UK's Science & Technology Facilities Council (one of the UK's seven research councils) and between the Foundation and the University of Nottingham.

China Guanghua Science & Technology Foundation

The [China Guanghua Science & Technology Foundation](#) was formed in 1993 as a national not-for-profit organisation to promote excellence in science and technology in China, encourage innovation and facilitate the deployment of technology for the benefit of the Chinese people, and to promote regional economic development. The Foundation is run under the auspices of the Communist Youth League of China. The Foundation was rated the number one charity in China by [Forbes in 2010](#). The Foundation has extensive links throughout the technology and government sectors in China, including government agencies and institutions, all 31 provincial governments in mainland China, universities, science parks, development zones, state-owned companies and private sector companies.

The Foundation is developing one of six national culture and creative industries parks at Suzhou - the Guanghua Culture and Creative Industries Park (GCCIP) - on a million square metres in Suzhou at a cost of over RMB 4 billion.

The Foundation is increasingly involved in international activities. The Foundation runs the [China Guanghua Nurse Fund](#) to promote the development of the nursing profession in China and funds sending nurses to the United Kingdom for training. The Guanghua Nurse Fund is also supporting the [9th Guanghua International Nursing Conference](#), which will take place in Central London from 25 to 26 October 2012. This event is also supported by the British Council and the Glasgow Caledonian University.

Additional Information on the Showcase Events

Jining

Jining is a prefectural city in the southwest of Shandong Province with a population of over 8 million people. The key industries in the region include optoelectronics, integrated circuits, biosciences, heavy engineering machinery, textiles, electronics and new materials.

Jining High-Tech Zone was created in 1992 and subsequently upgraded to a National Hi-Tech Industrial Development Zone in 2010, signalling a new phase of development. The Hi-Tech Zone is focusing on two areas for growth:

- Optoelectronics, including LED lighting, solar photovoltaic, and optical communications
- Automotive and heavy machinery, including machinery for the construction sector, trucks and other vehicles, electric vehicles, and automotive engines and gearboxes.

Our showcase will be co-located with the [11th Chinese Patent and New High-Tech Products Expo](#) (from 26 to 28 June). This national expo is backed by State Intellectual Property Office, Ministry of Science and Technology, Chinese Academy of Science, the Chinese Academy of Engineering, and the People's Government of Shandong Province. It will cover new intellectual property, new technologies and products across a wide spectrum of the technology sector, from the physical sciences through to biosciences, but particularly those identified by the 12th Five Year Plan, including construction machinery and equipment, IT and communications, biological medicine, new energies, new materials, energy saving and environment protection technologies, and modern agricultural technologies. The audience will include high technology companies, state-owned corporations, universities and research institutes and venture capitalists. Since the first expo in 2000, the events have attracted an average of nearly 20,000 visitors a year.

Zhongshan

Zhongshan is a prefectural city in Guangdong Province and is located on the west side of the Pearl River delta directly opposite Shenzhen and Hong Kong. The city has a population of over 2.5 million people. The city is just 55km from Guangzhou and Shenzhen International airport is about 20 minutes away from Zhongshan by car.

Zhongshan has the fifth largest economy in Guangdong Province and one of the top ten ports in China. The main industries include electronics, electrical appliances, clean technology, lighting, and clothing.

The development strategy for the city is focused on energy saving, environmental protection and new energy industries, which currently account for over a quarter of the city's industrial output. Priority is being given to six areas of development: wind power, semiconductor lighting (LED), new energy cars, solar energy, nuclear power and biomass.

Our showcase event is being held in collaboration with the Zhongshan Torch Hi-tech Industrial Development Zone, which was set up in 1990 by the Ministry of Science and Technology, and the provincial and municipal governments. It will be held on 7-8 July in the [Zhongshan Torch International Exhibition Centre](#) and co-located with the [7th China \(Zhongshan\) Equipment Manufacturing Expo and the 1st Energy Saving, Environmental Protection, and New Energy Industry Expo](#). The organisers expect these international level events to attract over 50,000 visitors. The areas covered include:

- **Environmental.** Advanced environmental protection technology and equipment, environmental products, persistent organic pollutants alternative products, environmental services, technical consulting and training.
- **New energy.** Areas covered include:
 - **Solar energy.** Solar generation systems (thermal and photovoltaic), solar equipment and all aspects of the supply chain for the solar power sector, and related application areas. The exhibition will also cover lighting and display systems, air conditioners, insulation materials, and instrumentation/
 - **Wind power.** Wind power generation systems and all aspects of the supply chain including key components, mechanical and electrical systems, control systems, safety systems and supporting services, including engineering, design, environmental protection, maintenance, testing, and transportation.
 - **Biomass.** Biomass power generation technology
 - **Water.** Hydroelectric power, tidal and ocean energy equipment and technology
 - **Electric vehicles:** Electric vehicles technology (motorcycles, cars, commercial vehicles, industrial vehicles, buses), hybrid and energy-efficient engines, clean fuel engines; vehicle bus and control systems, electro mechanical and electrical control system; batteries and related supply chain.
- **High-end machinery and equipment.** High-end marine equipment manufacturing, shipbuilding, and intelligent manufacturing equipment, rail transportation equipment, CNC machine tools, a variety of machine tools, machinery and equipment; metal cutting, engraving, welding, ultrasonic cleaning equipment; industrial control automation equipment and related tooling, hardware tools, machine accessories and spare parts.

Suzhou

Suzhou is a prefectural city in Jiangsu Province with a population of over 10 million people. It has the second largest economy in the Yangtze River delta after Shanghai and accounts for about a fifth of the GDP of Jiangsu Province. Suzhou is within 100 km reach of three international airports and is about 80 km from Shanghai (20 minutes by high speed train).

The city's strategic industries are strongly directed towards high technology and export-oriented industries and include telecommunications, IT, electronics, textiles, chemicals, and metallurgy. International manufacturing companies based in the city include Dow Chemical, Dupont, Chevron, Mobil, Motorola, Philips, Sony.

Most industrial activity is concentrated in the city's key economic and industrial zones: The primary zones are [Suzhou Industrial Park](#) (a joint China-Singapore project), the [Suzhou National New & Hi-tech Industrial Development Zone](#), and the [Kunshan Economic and Technological Development Zone](#). Suzhou Industrial Park, which covers over 80 km², has been particularly successful and has the highest GDP/capita in China.

Our showcase event will be organized in collaboration with the [Bureau of Science and Technology](#) of the [Government of Suzhou](#). The showcase event will probably take place in July or August. We are currently waiting for dates to be confirmed

Wuhan

Wuhan is the provincial capital of Hubei Province with a population of over 10 million people. It is located at the intersection of the middle reaches of the Yangtze River and its largest tributary, the Han River and is one of China's most important industrial cities.

Wuhan's major industries include steel manufacturing, automobile manufacturing, advanced engineering and the pharmaceutical. Other important industries include ICT, electronics, biosciences, new materials, and environmental protection. Foreign investors in the city include Peugeot, Nissan, Honda, Foxconn, IBM, Siemens, Toshiba, Mitsubishi, Coca-Cola, Wal-Mart, Associated British Foods, HSBC, Deloitte, Ernst & Young, Cisco, and Tesco.

Wuhan has three national development zones:

- **Wuhan East Lake Hi-Tech Development Zone (WEHDZ).** [WEHDZ](#) was set up as a national high tech development zone in 1988. The development zone is now the leading player in the "optoelectronic information industry" in China and incorporates **Wuhan Optical Valley**. Other key industries include biosciences (including bio-medical industry), new energy and environmental protection, high-end manufacturing and a high-tech services sector. WEHDZ is also striving to be the R&D base for the "optoelectronic information industry", bio-medicine, environmental protection, modern equipment manufacturing, and high-tech agriculture.

Major industrial players based in WEHDZ include the world's largest fibre-optic cable manufacturer (Changfei Fiber-optical Cables), Fenghuo Telecommunications and Wuhan Research Institute of Post and Telecommunications (the largest research institute in optical telecommunications in China) and leading laser manufacturers such as HUST Technologies and Chutian Laser.

- **Wuhan Economic & Technological Development Zone (WEDZ).** [WEDZ](#) was approved as a national development zone by the State Council 1993 and focuses on developing the automotive and hi-tech industries. Under the 12th Five Year Plan, the zone will develop the key industries, including automotive parts, electrical and electronic appliances, new energy, and new materials.
- **Wuhan Wujiashan Economic & Technological Development Zone.** Wuhan Wujiashan Economic and Technological Development Zone was approved in late 2010. Under the 12th Five-Year Plan, the development zone will be upgraded to facilitate new industrial development including the establishment of industrial bases for the production of high technology electromechanical products and biotech products. It will also include an import and export logistics and trade centre.

We are holding two events in Wuhan in 2012. In each case we will be co-locating with two important exhibitions:

- [Chan Xue Yan Project Fair](#) (18th September 2012).

This event is focused on technology transfer, collaboration, commercialisation of technologies and finance. The event will cover a broad spectrum of science and technology, from ICT through to clean tech, biosciences and advanced engineering. The event is for universities, research institutes, technology companies, and investors, including venture capital investors.

- [The 9th China International Optoelectronic Exposition \(OVC EXPO\) and Forum](#) (2 - 5 November 2012).

The OVC Expo will be held at the Wuhan Science & Technology Exhibition Centre in the Optics Valley of China. Last year's event, the 8th OVC Expo, was attended by 618 exhibitors, of which 213 were international, and over 78,000 visitors, of which over 31,000 were specialists. The expo is also open to venture capital and other investors as well as purchasers of equipment and will cover:

- Optical communications;
- Lasers;
- Optics and optical component;
- Optoelectronic displays;
- Optoelectronic medical technology;
- Consumer electronics;
- New generation of mobile communications;
- Integrated circuits;
- Semiconductor lighting;
- Photovoltaic solar;
- Internet of things;
- Cloud computing;
- Geospatial information.

In the 9th OVC Expo, we will invite those participants with relevant technologies to be present and to demonstrate their technologies, although there may be additional charges for this.

Regardless of the focus of the event, we will display all areas of technology at the 9th OVC Expo as sufficient numbers of visitors with broader interests will also be present.

Beijing

Beijing is the capital city of China and has a population of over 20 million people.

Beijing is the home of the first and largest science park in China; Zhongguancun Science Park (also called "Z-Park"). Zhongguancun is sometimes referred to as "China's Silicon Valley" for its strength in the technology sector. A considerable amount of information on Zhongguancun can be found on the science park's English website at <http://en.zgc.gov.cn/index.html>.

The profile of Zhongguancun is impressive:

- Zhongguancun dates back to the "Zhongguancun Electronics Street" back in the early 1980s. The State Council approved the establishment of Zhongguancun as a high-tech science park in 1988, making it the first high-tech park in China.
- It is the largest science park in China with almost 20,000 high and new-tech enterprises are represented at the park.
- It accounts for about a third of venture capital investments in China.
- Technology clusters within the park include aerospace, ICT, new materials, new energy (clean tech) vehicles, new energy (clean tech), energy conservation and environmental protection, equipment, emerging cultural and creative industry cluster and biosciences
- Zhongguancun is the most intensive scientific, education and talent resource base in China, with
 - almost 40 colleges and universities, including Peking University and Tsinghua University,
 - more than 200 national (municipal) scientific institutions such as the Chinese Academy of Social Sciences and the Chinese Academy of Engineering,
 - 67 state-level laboratories,
 - 27 national engineering research centres,
 - 28 national engineering and technological research centres,
 - 24 university S&T parks and
 - 29 overseas student pioneer parks.
- Zhongguancun is home to 10 parks, namely, Haidian, Fengtai, Changping, Electronics City, Yizhuang, Desheng, Yonghe, Shijingshan and Tongzhou Parks as well as the Daxing Biomedicine Industrial Base.
- In 2010, the gross income of enterprises in Zhongguancun achieved 1.6 trillion Yuan, representing about one seventh of all high and new-tech zones in China and contributing 23.5 per cent to Beijing's economic growth.

The showcase event will probably take place in July or August. We are currently waiting for dates to be confirmed. The China Guanghua Foundation will announce a date for this event shortly.