



# The 10th EU—China Business and Technology Cooperation Fair

## China Tour 2015

### Qingdao – Chengdu - Mianyang, 4-12 November 2015

- One of the Largest Platform for Investment, Trade and Technological Cooperation between European Union and China
- Meet with over 30 Most Competitive Clusters in China
- Matchmaking with over 1,000 Chinese Enterprises
- Dialogue with Mayors of 10 Strategic Cities in Western China
- Learn the Favorable Policies for European Entrepreneurs to Star up Business in China

### Qingdao

4-7 Nov. 2015

- Intersection of two Silk Roads both through the continent and over the sea
- Converging point for Asia Pacific Economic Integration
- 70% of China's academicians and 30% of senior researchers in maritime sciences and technologies are based in Qingdao
- EU is now the TOP 1 Trade partner for Qingdao

### Chengdu

8-12 Nov. 2015

- Centre of Western China, Hometown to Giant Pandas
- Initial Station of Chengdu-Europe Express Railway Lodz, Poland
- *Forbes* listed Chengdu as one of “The Next Decade’s Fastest Growing Cities Globally”
- Chengdu Shuangliu International Airport: Ranked 1<sup>st</sup> in Mid & West China
- Direct Flights to Amsterdam, London, Paris, Frankfurt, Moscow, etc.
- 13 General Consulate settled in Chengdu

### Mianyang

11 Nov. 2015

- Western Silicon Valley: the Sole City of Science and Technology in China
- 18 National Level Scientific Research Institutions
- 26 Academicians from Chinese Academy of Sciences and Chinese Academy of Engineering
- 202000 professional and technical personnel

## ❖ Qingdao: Intersection of Two Silk Roads with Strong Blue Economy



**Location:** a major port city in eastern Shandong Province. On the coast of the Yellow Sea, Qingdao lies on the west coast of Pacific Ocean and at the southern tip of Shandong Peninsula of north China and faces Korea and Japan across the sea in the east.

**Population:** 8.964 million (2014)

**Area:** 11,282 square kilometers

**Administrative Divisions:** 6 districts and 4 county-level cities

**6 Key Industries:** Logistics, shipbuilding and maritime engineering, home appliances and electronics, automobiles and railway engines, petrochemicals, and machinery and equipment

**10 Emerging Industries:** new materials, environmental protection, aviation economics, tourism equipment, maritime biological medicine manufacturing industry, industrial robots, maritime equipment, seawater desalination industry, maritime energy and 3D printing technology.

**Qingdao is one of China's first coastal open cities, an important international trading port as well as a maritime transport hub in China. It is one of China's top five ports for foreign trade. The Port of Qingdao has built trade relationship with more than 700 ports worldwide. In 2013, the port handled 455 million tons of cargo and 15.52 million TEUs. Its total throughput ranked the 7th in the world and its throughput of crude oil ranked the 1st in China.**

## AGENDA

Venue: Qingdao Shangri-La Hotel

### WED, 4 Nov

09:00—18:00 Registration

17:00—18:00 VIP Meeting

18:30—20:00 Gala Dinner

### THU, 5 Nov

09:00—09:25 VIP Meeting

09:30—09:55 Opening Ceremony

10:00—12:00 EU-China Business & Technology Cooperation Forum (Maritime Sector)

12:00—14:00 Lunch Break

14:00—17:30 Session 1: EU-China Maritime Research and Industry Cooperation Seminar

Session 2: EU—China High-end Machinery Industry Cooperation Seminar

Session 3: EU—China New Energy and Environment Protection Seminar

18:30—20:00 Dinner Buffet

### FRI, 6 Nov

09:30—12:00 B2B Matchmaking

Cluster/Company Visit (optional)

12:00—14:00 Lunch Break

14:00—17:00 B2B Matchmaking

Cluster/Company Visit (optional)

### SAT, 7 Nov.

City Tour of Qingdao

Official website: <http://www.eu—china.org.cn/>



## ❖ Chengdu: The World's Fastest-Growing City



**Population (2014):** Sub-provincial city 14,047,625. Urban 7,415,590,

**GDP (2014):** USD 163.7 billion (RMB 1006 billion) - The highest in Western China

The city is served by **Chengdu Shuangliu International Airport** the first in Western China. It will be the 3<sup>rd</sup> city with 2 international airports in China.

**Key Industries:** Pharmaceuticals, Food Processing, Automotive, Aerospace, Metallurgy, Finance, ICT, Retail, Petrochemical, Tourism

### Top 5 reasons to do business in Chengdu:

1. Chengdu is China's western centre of logistics, commerce, finance, science and technology.
2. The total volume of imports and exports of the Chengdu Hi-tech Industrial Development Zone (CHDT) ranked 3<sup>rd</sup> in the country and first in central and western China. The Chengdu Tianfu Software Park, based in CHDT, is Asia's largest specialized business IT Park and one of China's 10 national software industry bases.
3. The city has a long history of Traditional Chinese Medicine (TCM). Over 6,000 medical equipment and pharmaceutical companies are registered here.
4. There are over 265 Fortune 500 companies with business in Chengdu. The 12<sup>th</sup> Fortune Global Forum was held in Chengdu in June 2013.
5. Chengdu has an excellent telecommunications infrastructure.
6. Ranked 5<sup>th</sup> of Innovation and Entrepreneurial Environment in China and 1<sup>st</sup> in Mid & West China.

## AGENDA

Venue: Chengdu Century City New International Convention & Exhibition Center

### SUN, 8 Nov

09:00—18:00 Registration

18:30—19:00 Training by SME Centre, IPR helpdesk and EUCCC

19:00—20:30 Cocktail

### MON, 9 Nov

09:00—09:25 VIP Meeting

09:30—10:00 Opening Ceremony

10:15—12:00 EU-China Innovation & Entrepreneurship Forum

12:00—14:00 Lunch

14:00—17:30 Session 1: Roundtable on Cooperation between West China and CEEC's Business Associations  
Session 2: EU—China Cleantech Seminar

Session 3: EU—China Modern Agriculture Seminar

Session 4: EU—China Cluster Cooperation Seminar

18:30—20:00 Gala Dinner

### TUE, 10 Nov

09:30—12:00 B2B Matchmaking

12:00—14:00 Lunch

14:00—16:00 Enterprise Europe Network (EEN) Global Partners Conference

14:00—16:00 B2B Matchmaking

### THU, 12 Nov.

Company Visit, Panda Base and City Tour

Official website: <http://www.eu—china.org.cn/>



## ❖ *Mianyang: Western Silicon Valley of China*



By the reputation of [Western Silicon Valley](#), it has been listed into Top 100 Best Commercial Cities in the Chinese mainland by the Forbes.

**Location:** northwest of Sichuan Province, 90 kilometers away from the capital city Chengdu

**Population:** 5.45 million

**Area:** 20,249 square kilometers

**Administrative Divisions:** 1 county-level city, 6 counties and 2 urban districts

**GDP (2014):** EUR22.2 Billion (RMB158 Billion)

**Import & Export(2014):** USD2.9 Billion

Mianyang is the second largest city in Sichuan province. It is China's sole city of science and technology. It is a central city in the northwest of [Chengdu-Chongqing Economic Zone](#) (China's regional development plan). Mianyang is a key research and manufacturing center for the defense and electronics industries in China. Mianyang enjoys the reputation as the "Silicon Valley in Western China" and "Smart City". Mianyang was selected by the State Council among the first group of national pilot cities for promoting the integration of finance and technologies as well as among the first group of national pilot cities to adopt a single data cable servicing Internet, telephone and television.

Mianyang is of rich scientific and technological resources, including 18 national scientific institutes, 26 academicians from Chinese Academy of Sciences and Chinese Academy of Engineering, and 202000 professional and technical personnel; the built innovation center of city of science and technology; industrial technology research institute and achievement transformation platform. The talent resources of science and technology and innovation capability are ranking the front place among the same kind of cities in China. And the numbers of patent application and patent granted are in the 5th place. For the 17 important scientifically special projects implemented by the nation, 3 projects are owned by Mianyang.

### **Key Industries**

Electronic Information

Automobile Renewable Energy, New Materials, Environmental Protection

High-end Equipment Manufacturing

Bio-industry

## **AGENDA**

### **WED, 11 Nov**

- 10:00-10:30 VIP Meeting
- 10:40-12:30 EU-China Investment Environment Promotion
- 14:00-16:30 Matchmaking Meetings & Business Visit
- 16:45-17:45 City Tour of Mianyang
- 18:00-19:30 Gala Dinner

**Official website:** <http://www.eu-china.org.cn/>





The **EU-China Business and Technology Cooperation Fair** has been held for 9 editions, with an overall attendance of over 2,400 European enterprises, international organizations, governmental authorities, universities and research institutions as well as more than 4,400 Chinese counterparts. A total of 22,291 B2B matchmaking meetings have been held and 1,465 successful cooperation agreements between European and Chinese delegates were reached so far.

Today, the **EU-China Business and Technology Cooperation Fair** has become a significant event for development of China relations for most of the EU member states. Attended by wide representations of EU enterprises, as well as high-level officials, including *President, Minister, Ambassador, Consul-General and Chairman of Chamber of Commerce*, etc. it represents the largest platform for investment, trade and technological cooperation between European Union and China with successful promotion of local governmental cooperation, like launching direct flights, twin city relations, co-building of schools, establishment of consulates, etc.

#### Key data

- ✓ **9** editions already held: a successful track history;
- ✓ Participation of **28** EU member states and over **2400** EU enterprise representatives;
- ✓ Participation of over **4400** Chinese companies;
- ✓ **22,291** B2B Matchmaking sessions held, of which about **30%** reached cooperation intention;
- ✓ Over **20** Chamber of Commerce/ associations/ government authorities set up branches and representative offices locally, while over **120** European companies settled in Chengdu;

