

# INNOVATION HOUSE SHANGHAI



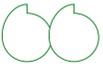
INNOVATION  
NORWAY

In cooperation with



NORVISDOM  
CONSULTING

# YOUR ENTRY TO BUSINESS IN CHINA

 China is today's land of opportunities. With its immense and still growing market of 500 million middle class consumers and as one of the fastest growing economies in the world, China is the place to be. But how do you get your company or business idea there? Innovation Norway gives you and your company a chance to take part in this exciting and rapid development by having a local presence in Shanghai.

## MARKET OPPORTUNITIES IN CHINA

China is still in many areas a developing country and this means there are numerous opportunities across many industries. We see particular market opportunities for Norwegian companies within many sectors including, but not limited to ICT, High Tech, Clean Energy: Wind; Solar; Energy efficiency; Water Treatment and Waste Management. MedTech: Prevention and diagnosis technology; Private medical service and home care technology; Medical ICT and Pharmaceuticals & Biomedicines. Offshore, Subsea and Maritime sector in general.

## WHY SHANGHAI?

China has been the world's fastest growing economy the last 35 years and the consumer power and economic growth rate of China will continue to be one of the highest over the next decade. Shanghai is the fastest growing city in the world and the center for business and change in China. Shanghai is today one of the most exciting cities to live and do business in and as the world's economic center keeps turning east, Shanghai's importance will continue to increase.

## INNOVATION HOUSE SHANGHAI

Innovation House Shanghai is a full-service business incubator strategically located in Shanghai in KIC high-tech Innovation Park - China's Silicon Valley. Innovation House Shanghai provides a safer and more cost-effective platform in a pulsating international and Chinese environment for Norwegian entrepreneurs, start-ups and SMEs with ambitions to develop and grow a business in China. No matter what stage or sector your company is in, this could be your springboard to the Chinese market.

## ARE YOU AN



### ENTREPRENEUR

- Are you aiming to connect with potential customers, suppliers, agents or investors or other entities or partners in China?
- Do you want firsthand experience and advice from like-minded companies and entrepreneurs already present in China?
- Experience a short-term stay, up to 3 months, at a local incubator in Shanghai?
- Get help from experts to set-up meetings, do on-the-spot market research, test your concepts and products and get real-life market?



### SMALL AND MEDIUM SIZED ENTERPRISE (SME)

- Do you want to establish or strengthen connections to customers, suppliers, agents, investors or other entities or partners in China?
- Are you looking for a safe landing platform and help from reliable partners to establish your corporate entity and to plan and execute your market entry and strategy into China?

Innovation House Shanghai will enable you and your business to enter China and to grow faster, easier and safer.

## FACILITIES AND PRICES

 Whether you are in China only for a few months or if you are planning a long-term local presence, Innovation House Shanghai can offer you office-space and a full range of services to fulfill your needs and to help you succeed in the Chinese market.

### FACILITIES AND OFFICE SERVICES INCLUDE:

- Plug & Play flexible office space including work desk, Internet, printers, telephone, fax and photo copying
- High quality modern office building in the KIC high-tech Innovation Park, China's Silicon Valley
- Ideal working conditions surrounded by other like-minded Chinese, international and Norwegian start-ups and SMEs
- Meeting rooms and cleaning services
- Reception and administrative support
- Underground parking and storage

**Office space, including facilities and office services:  
1820 NOK per month, all inclusive.**

# SERVICES AND PRICES

To succeed in China you need up-to-date market knowledge, the right network and expertise. At Innovation House Shanghai our experienced Norwegian and Chinese consultants offer you professional assistance suited to your needs.



## SERVICES PROVIDED BY INNOVATION NORWAY

- Seminar on How to do business in China
- Access to relevant people in our network
- Adjusting your business model to the Chinese market (paid service\*)
- Partner search (paid service\*)
- Market research (paid service\*)
- Full-time Chinese employee supporting all Innovation House Shanghai members
- Weekly coaching- and mentoring session

### Paid service:

Small and medium sized companies

pay 425 NOK/hour.

Others pay 850 NOK/hour



## SERVICE PARTNERS:

NorVisdom, STI, WikborgRein, MPS and JZMC

- Company registration
- Service Line
- Accounting
- IP protection
- Legal services
- Translation
- Housing search
- VISA services
- Recruiting



### For more information, visit:

[www.innovasjon Norge.no/innovationhouseshanghai](http://www.innovasjon Norge.no/innovationhouseshanghai)

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