

# WP 4 - Business platforms development for SMEs in Europe and China

## Action Plan for the Next Step

Task 1	Action	Into's responsibility	Partners' responsibility	NBCCD's responsibility	Time Frame
<p><b>Establishing a “Living Lab” with local enterprises for informing them, understanding their needs and motivating them:</b> (Definition of “Living Lab”: A joint business development platform for information sharing between companies and regional Into-like operators and/or LAGs) Testing cooperation models between European partners and between European and Chinese partners</p>	<p><b>Identification of relevant cooperation areas</b> (sectors that have potential for improving business relations and have synergies with project goals) and <b>companies</b> (interested in finding new international business opportunities), that can form company consortiums. <b>Sharing information</b> about the project and the business opportunities <b>Inviting</b> companies to the first <b>Business with China</b> workshop to formally establish the Living Lab development platform.</p>	<p>Coordinate and guide activities</p> <p>Organize kick-off meeting + WP4 orientation workshop in Seinäjoki in January 2020</p>	<p>Opt. 1: LAGs identify and contact companies</p> <p>Opt. 2: LAGs identify local development companies/business centres and involve + work in close cooperation with them</p>	<p>Proposals for business models</p> <p>Presentation of innovative business cooperation models in China</p>	Spring 2020
<ul style="list-style-type: none"> <li>Workshops, individual meetings, Skype meetings with European and Chinese partners;</li> </ul>	<p><b>Planning</b> of the workshop/s, preparing a pitch about the project and aims</p>	<p>Prepare guidelines on best practices (how to organize workshops, Skype meetings and prepare for the individual meetings etc.)</p>	<p>Active participation in implementation of activities</p>	<p>Organize meetings with Chinese each cooperation model stakeholders</p> <p>Orientation of stakeholders</p>	
<ul style="list-style-type: none"> <li>Drafting operational guidelines for approaching to the Chinese market (legal issues, opportunities and risks, etc.).</li> </ul>	<p><b>Familiarizing</b> with the guidelines and market information <b>Sharing information</b> to companies</p>			<p>Draft operational guidelines and market information packages</p>	
Task 2	Action	Into's responsibility	Partners' responsibility	NBCCD's responsibility	Time Frame
<p><b>Building business platforms in Europe and in China for SMEs:</b> The aim is to find common understanding between European business incubators in order to sign a Letter of Intent</p>	<p>Identify and analyze new business opportunities for trade between China and Europe</p> <p>Exchange of information between partners</p> <p>Draft and prepare the Letter Of Intent among European Partners from own perspective</p>	<p>Identify business potential and opportunities</p> <p>Lead role in organizing Skype meetings, partner meetings, other types of communication etc</p>	<p>Identify business potential and opportunities in respective regions</p> <p>Active participation in project activities</p>	<p>Draft LOI according to Chinese protocol</p> <p>Identify Chinese stakeholders</p> <p>Draft and prepare the Letter Of Intent among European Partners in the format suitable for Chinese partners.</p>	
<ul style="list-style-type: none"> <li>Building relations with business incubators/platforms in partner countries;</li> </ul>	<p>Identification of stakeholders to join the business platform</p>	<p>Guide through the process</p>	<p>Make contact with identified organizations in respective regions and keep them informed about</p>	<p>Orientation of traditional and new cooperation models and make difference between the models</p>	

	<p>Contact relevant organizations and stakeholders and invite them to join the business platform</p> <p>Establish consortium of incubators and development companies to sign LOI in China with Chinese partners</p> <p>Organize workshops</p>		<p>activities to be carried out during the project period</p> <p>Organize workshops to activate and involve companies in finding new business opportunities</p>	<p>Bring in China context in discussions with focus on the public sector perspective and China's public sector role in international business</p>	
<ul style="list-style-type: none"> <li>Setting up a business platform to bring European and Chinese SMEs together. Support for developing business agreements</li> </ul>	<p>Identification of SMEs in partner countries and in China to form a company consortium</p> <p>Draft business agreements</p>	<p>Guide through the process</p> <p>Provide guidelines and examples on involving SMEs in the process. Share Into's model of activating companies and extending internationalization services to SMEs.</p>	<p>Make contact with identified companies in their respective regions and keep them informed about activities to be carried out during the project period</p>	<p>Draft and prepare the agreement between European partners and Chinese side partners using the USF Platform - Model. (Heikki Perko)</p> <p>Draft agreements and discuss responsibilities of Chinese partners at the beginning of the project</p>	
<ul style="list-style-type: none"> <li>Putting together profiles of first business exchange between European and Chinese side</li> <li>A few focus areas</li> </ul>	<p>Prepare companies for doing international business</p> <p>Prepare company profiles for match-making purposes</p> <p>Develop Cooperation model between Tier 1 cities business incubators/investors using "<b>Reverse Talent Flow Model</b>" where Shanghai and European partners establish business together in a third city in China.</p>	<p>Guide through the process</p> <p>Provide examples of well-prepared company profiles</p>	<p>Start preparation for activities</p> <p>Follow guidelines</p>	<p>Preparing pre-feasibility of first pilot profiles</p> <p>Prepare and develop the cooperation model and brief the European side partners</p> <p>Preparation of Chinese companies' business profiles</p> <p>Introduction of "Reverse Talent Flow Model" to companies and public sector stakeholders</p>	
<ul style="list-style-type: none"> <li>Facilitating business dialogue between SMEs and an exchange of information and contacts</li> </ul>	<p>Organize Skype meetings between European and Chinese companies</p>	<p>Facilitate contacts and dialogue</p>	<p>Facilitate contacts and dialogue</p>	<p>Facilitate contacts and dialogue</p>	
<ul style="list-style-type: none"> <li>Establishing preliminary connections with Chinese enterprises and motivating them in collaborating with EU enterprises: Skype meetings, e-mail, Web</li> </ul>	<p>Different approaches:</p> <ol style="list-style-type: none"> <li>Trade enhancement</li> <li>SMEs' services</li> <li>JVs with Chinese start-ups (no sector limitations, aim is to jointly develop new products)</li> </ol>	<p>Preparing European stakeholders for cooperation</p> <p>Company case examples</p>	<p>Preparing European stakeholders for cooperation</p>	<p>Preparing Chinese stakeholders for cooperation</p> <p>Company case examples</p>	
<ul style="list-style-type: none"> <li>Monitoring and evaluation of the progress of the WP 4</li> </ul>	<p>Active and effective implementation of activities, follow deadlines and jointly agreed actions</p>	<p>Guide through the process</p> <p>Active follow up of implementation</p>	<p>Follow deadlines and perform planned activities</p>	<p>Active communication between WP4 lead partner and rendering support to partners</p>	
<ul style="list-style-type: none"> <li>Exploring the available funds and financing possibilities in Europe and China for further development of the project</li> </ul>	<p>Sourcing financing from the EU for further development project/s</p>	<p>Sourcing financing locally</p> <p>Identify possibilities for external funding</p>	<p>Sourcing financing locally</p> <p>Identify possibilities for external funding</p>	<p>Sourcing financing in China and presenting different financing models to partners</p> <p>Identify possibilities for external funding</p>	

<b>Task 3</b>	<b>Action</b>	<b>Into's responsibility</b>	<b>Partners' responsibility</b>	<b>NBCCD's responsibility</b>	<b>Time Frame</b>
<b>Task 3: Organising study visit of European SMEs to China:</b>					2020
<ul style="list-style-type: none"> <li>• Study visit of partners in China</li> </ul>	Visit in Shanghai, Ningbo and Chinese countryside	Make local preparations	Make local preparations	Brief the work package leaders and organize a study visit to China to learn about the business incubation and the "Reverse Talent Flow Model"	Spring 2020
<ul style="list-style-type: none"> <li>• Study visit and business seminar in China, Ningbo (and other destination TBTL)</li> </ul>	Organize a company consortium visit in China	Activate and involve SMEs to join the delegation	Activate and involve SMEs in to join the delegation	Organize and coordinate programme in China	Autumn 2020
<ul style="list-style-type: none"> <li>• Preparatory activities for implementing pilot projects related to building linkages between incubators and businesses (piloting actions to be carried out in the framework of additional projects), especially considering the field of green innovation and how to tackle climate change.</li> </ul>	Identify areas for future cooperation pilot projects during the project implementation	Active involvement in joint planning and discussion  Case examples from Finland	Active involvement in joint planning and discussion  Case examples from partner countries	Active involvement in joint planning and discussion  Case examples from China  Identify opportunities for pilot projects in China	

Responsible partner: Finland – Into Seinäjoki

Estimated expenses articles:

- Management costs of the WP, expert fees, travel costs, hosting costs of meetings in Europe and in China.

Estimated working days for the management of the WP:

- 2 working days per month throughout the half of the project period 15 months, altogether 30 working days.