

The Technology Transfer Business Centre

Introduction



The Ministry of Science and Technology (MoST) and Beijing Municipal Government are committed to building up a platform for international cooperation in international tech transfer and have now decided to establish a Technology Transfer Business Centre in the heart of the capital's thriving technology zone in 'Zhong guan cun'. The Building will act as a bridge connecting overseas universities, research centres, science parks, competitive clusters, government organizations and SMEs, with the Chinese technology transfer market. This 'cluster' will provide international businesses with a base in the innovation hub of Beijing and will facilitate easy access to the Chinese market and Chinese partners. At the same time it will form a focal point that will draw in Chinese Companies from all over China who are interested in seeking out new technology or international partners.

THE BUSINESS CENTRE

- Located in 'Zhong guan cun' Innovation Zone
- Occupying an area of 10,000 sqm
- Sponsored by Beijing Municipal Commission of Science & Technology and the Beijing City Government
- Managed and operated by Beijing Technology Exchange & Promotion Centre (BTEC) through their International Technology Transfer Network Unit who will be the first to occupy the building.

SERVICES FOR TENANTS

- A flexible and cost effective way to have a full time office, rent a virtual office, instant office or mobile office.
- Well-equipped and ready-to-use offices with tailor-made solutions
- Conference room - 3000 sqm well-equipped with audio-visual facilities, give your meetings a new dimension
- Exhibition hall - 500 sqm of show room with LED display, for your technology, prototype and brochures showcasing
- Administrative outsourcing support---mail/express delivery, photocopying/fax/printing, personal assistance, and comfort.

ALLOTTED ZONE AREAS BY TARGET TENANTS

- University licensing organization area (500sqm)
- Technical research centre area (500sqm)
- Tech transfer organization & association area (500sqm)
- Tech transfer service (i.e. Law & patent firm , Consultants, VC/PE companies etc.) area (2,000sqm)
- SMEs incubator area(2,500sqm)

STRATEGIC LOCATION

- 'Zhong guan cun' is not only in the high density academic district of the city, it is often called the Chinese 'Silicone Valley'. It is the Hi-tech zone of Beijing with a neighbouring life science park and good transport links.
- Close proximity to Chinese government ministries and government organisations all with a brief to promote International co-operation in technology transfer and research
- Close proximity to foreign embassies and chambers of commerce who can assist resident companies with their business objectives and issues

Preferential Policies

Technology transfer and International Collaboration is placed very high on the priority list of MoST, the Beijing Government and BTEC. In an effort to ensure the occupancy of the Business Centre and the success of the project, a number of preferential policies are being offered to foreign organizations who take up this offer. As a tenant, you will have:

1. **Rent discount:** Save 30% plus per day on rental. (Based on 'Zhong guan cun' average commercial rents of @ \$1.24 per day/per m2)
2. **Technology showcasing:** 500sqm for your Tech request and Tech offer showcase plus LED display in the hall, and show room available for prototypes and brochures by SME tenants---free of charge
3. **Business opportunity guide:** Newsletter offer for tenants, with China tech request and investment opportunity---free of charge
4. **Business networking support:** Networking with your business contacts in Chinese government officials, business interests and academics in the business sector, including Beijing and over 50 cities in mainland. Monthly Business Networking event held for tenants---free of charge. These events will specifically attract Chinese enterprises with a view to promote technology transfer and partnerships.
5. **Partnering event support:** 3000sqm conference and meeting rooms for organizing tech introduction and partnering event as well as industry-focus seminars or workshops, by weekly, monthly, and annually for tenants---government subsidy for facilities (venue, backdrop, translation) rental, as well as inviting Chinese participants free of charge
6. **Business Setup support:** Business registration, financial advising and tax planning: local partners support your venture during your start-up phase.

We are extending this opportunity to you to establish a presence and launching pad in the Technology Transfer Business Centre for your enterprise or technology and look forward to co-operating with you in the near future.

Who is the Business Centre for?

This opportunity will be of advantage to the following types of organization:

Technology Companies

- Have a China base from which to approach the China market
- Promote sales, licensing and partnerships directly to China market
- Carry out market research
- Execute plans to set up local operations from China HQ
- Establish a China base and global footprint.

Universities

- Base for localized promotion of University IP portfolio (local technology licensing office)
- Provide a base from which to network with Chinese and other Universities for Research Collaborations
- Be at the center of the hub that will attract in potential investors in technology

Science Parks

- Find collaborators or buyers for your talented tenant companies
- Showcase your offering to the China market
- Showcase your offering to visiting global industry related organizations attracted to the hub
- Take advantage of potential to reach investors in technology

Institutes and Associations

- Promote local affiliation, membership and collaboration through a China branch or Chapter
- Promote harmonization of industry standards and practices and professional training via China branch
- Have a China base for conventions and conferences etc.

Government organizations

- Promote sales, licensing and partnerships for your country directly to China market
- Increase awareness of the technology and innovation your country has to offer by increased local presence
- Provide a base from which to network with Chinese and other Universities, research institutes, Chinese government ministries etc.
- Be at the center of the hub that will attract in potential investors in technology
- Have a China base for conventions and conferences etc.
- Establish a China base and global footprint.

VC & Investment Companies

- Find global or China investment opportunities in one place
- Establish a China base and global footprint for your company
- Develop local networks and relationships

Complementary enterprises

- For example IP law firms, IT firms, Consulting firms
- Gain business from Plaza residents
- Gain China clients and business from China base
- Establish a China base and global footprint.

Others

- Local Representative Office from which to approach the China market
- Execute plans to set up local operations from China HQ
- Carry out market research
- Have a base from which to develop networks and key relationships
- Establish a China base and global footprint.

As a resident of the Business Centre organizations will also be among other foreign companies with similar objectives. In addition to all the above, you will be able to share experiences of cracking the China Challenge and seek trade and collaboration with Plaza tenants in addition to Chinese customers.

Purpose for Contacting you

COMPANIES IN THE TECHNOLOGY FIELD

Patent Owners, Tech Product developers, Tech companies, Agents & Marketing Arms, etc.

Your Company	Opportunity	ACTION
As an organization in the Technology field, taking up office space in the Technology Transfer Business Centre might be of interest to you	Place your organization directly in the China Technology hub to achieve all the benefits mentioned above is being offered to you.	PLEASE PASS THIS INFORMATION ON TO THE DECISION MAKERS IN YOUR ORGANISATION FOR CONSIDERATION

THOSE SUPPORTING CHINA MARKET ENTRY

Business Chambers, Trade Promotion Agencies, Knowledge Transfer Orgs, Tech Transfer Professional Bodies, etc.

Your Company	Opportunity	ACTION
As an organization that supports the efforts of companies looking to accessing the China market this opportunity could be of interest to your past, current and future clients.	<p>Inform companies considering setting up an office in China of this advantageous opportunity</p> <p>Occupy some space yourself to provide start-up or incubation facilities for your SME clients arriving in China</p>	<p>PLEASE PASS THIS INFORMATION ON TO YOUR PAST, CURRENT AND FUTURE CLIENTS</p> <p>PLEASE PASS THIS INFORMATION ON TO YOUR HOME COUNTRY SPONSORS, PARTNERS AND GOVERNMENT ORGANISATIONS AND THROUGH YOUR GLOBAL NETWORK</p>

Required Action

The sponsors realize decisions to take up occupancy of an international office require a lot of consideration, planning and decision making. At the same time, space in the Technology Transfer Business Centre will be limited and the Business Centre is being promoted to countries all over the world. If your organization is seriously interested in this opportunity it is important that you send a formal "in principle" Letter of Intent to Beijing Technology Exchange & Promotion Centre (BTEC) as soon as you are able.

Please feel free to contact BTEC or Galliard Lockings Associates who are jointly promoting the Technology Transfer Business Centre for further details and clarification.

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