



BUILDING CHINA

JOIN BUILDING AND INNOVATION PROJECTS IN CHINA NOW!

- *Building China is an easy access China entry tailor-made for the Danish building and construction (B&C) industry.*
- *At an overall level sector-specific intelligence centres are set up to identify attractive business opportunities through extensive market monitoring.*
- *At the task force level project and innovation specific Sino-Danish consortiums are formed in order to meet clearly defined construction and innovation targets on the Chinese market.*



BACKGROUND

China's B&C market is from an international perspective considered to be one of the most attractive of its kind. While the market represents great potential to competitive Danish companies, mainland China remains a challenging and difficult place to do business.

Experience has shown that it is crucial to have the right product, to select the right projects and partners, and to successfully address high level relations if one wishes to tap into the great potential of the Chinese B&C market.

It is on the basis of these experiences The Trade Council China (TCC) has tailor-made the *easy access* market-entry program for Danish B&C companies named BUILDING CHINA.

BUILDING CHINA

Building China is a multifunctional platform which aims to pave the way for successful Danish involvement on the Chinese B&C market. The initiative targets the three sectors Aviation, Health and Green Public Buildings and aims to foster Sino-Danish collaboration on major construction and innovation projects.

Intelligence Centers are set up to continuously strengthen knowledge creation on the Chinese health, aviation and green building sector by analyzing market developments and trends through sector specific research, mapping of leads and news, monitoring of legislation and price spotting etc.

On the basis of business opportunities identified in the intelligence centres **Project Specific Task Forces** are formed by grouping competitive companies with complementary know-how, services, and products together in building consortiums. The task forces integrate highly qualified Chinese

Local Design Institutes (LDI) and/or other relevant partners in order to

secure successful involvement in major Chinese construction projects.

Similarly, **Innovation Specific Task Forces** are formed on the basis of market intelligence with the aim of re-designing Danish deliverables via Sino-Danish innovation collaborations hereby securing a localization of Danish deliverables on the Chinese market.

The MFA of Denmark will support all *Building China* task forces with a high degree of involvement on an ongoing basis. The support and active partnering with the Danish government will work as the necessary door opener and secure important stakeholder relations.

THE CHOSEN SECTORS

The sectors targeted by *Building China* have been carefully selected by analyzing market supply and demand. The three sectors all have the Chinese government as project stakeholder, making the active partnering with The Ministry of Foreign Affairs of Denmark an attractive approach. Moreover, all sectors are booming and represent a match between Chinese demand and the Danish supply of know-how and technology. The showcasing of global collaboration and foreign innovative designs and solutions is of particular interest to Chinese stakeholders in all three sectors.

Aviation: the aviation industry in China has grown into a key component in China's comprehensive plan for improving the nation's infrastructure. Hence, the Chinese government is placing vast amount of investments in the Chinese airport network. Due to the investments airports that serve more than 30 million people will increase from 3 to 30 by 2020.

Health: The Chinese government is increasingly emphasising an upgrading of the country's health care system. The prioritization of highlighted the comprehensive

healthcare reform the Chinese government passed in 2009 which allocates USD 124 billion to improve the sector. The reform will ensure access to treatment and caretaking for all Chinese; hence a number of new hospitals and care centres are to be built. It is estimated that the reform will imply the construction of 2,000 new hospitals alone.

Green Public Buildings: Chinese decision-makers are putting increasing focus on environmental friendly solutions and Danish companies are in a good position to become preferable partner in the construction of green public buildings. The construction of public buildings is on the rise and e.g. 20,000 new public cultural centres are to be built in China the coming years. Similarly, other public areas are experiencing massive growth. The Chinese government has dedicated USD 117 million to the construction of new public buildings around China.

MEMBERSHIP & FEES

Membership of Building China takes place by joining one or more of the sector specific intelligence centres. As a member of Building China companies and organizations benefit from a wide range of sector-specific services among other admission to the project and innovation specific taskforces. Membership of a Building China intelligence centre comes at the cost of 1000 DKK quarterly. Membership of more than one intelligence centre comes with a price reduction; membership of two intelligence centres cost 1.750 DKK and membership of three costs 2.250DKK.

When business opportunities are identified and project and innovation specific task forces set sail Building China members are invited to join. Admission to a Building China task force comes at 20.000 – 40.000 DKK per company. SMEs eligible for Export Start Package receive 50% discount.



DELIVERABLES

BUILDING CHINA Secretary

SECRETARY

- Liaison office between intelligence centres, member organisations and companies and stakeholders
- Management and coordination of intelligence centres
- Biannual seminars in Denmark together with Danish organisations
- Recruitment
- Overall PR and promotion



AVIATION INTELLIGENCE CENTER (AIC)

HEALTH INTELLIGENCE CENTER (HIC)

GREEN BUILDINGS INTELLIGENCE CENTER (GIC)

INTELLIGENCE CENTERS (IC)

- Public Addressing; legislative data management and validation
- Mapping of sector specific events; exhibitions, conferences, seminars
- Mapping of sector specific leads and news
- Sector specific market research and analysis
- Promotion and Chinese stakeholder management
- Biannual seminars in China for members hosted by The MFA of Denmark
- Admission to project and innovation specific taskforces
- On-going technology and innovation scouting. New challenges in the market. New solutions.
- Chinese demand for tech-transfer. Leading Chinese companies' demand for new technology/solutions
- Market report on green constructions
- Mapping of dominant stakeholders in Chinese Green Building area
- Fee: 1.000 DKK quarterly for one IC (1.750 DKK for two and 2250 DKK for three ICs)



TASKFORCE

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INNOVATION SPECIFIC SINE-DANISH TASKFORCES

- Identification and specification of market/legal requirements for new technologies/solutions in China (input to innovation process)
- Screening for and documentation of existing comparative technologies and their characteristics
- Chinese R&D partner identification for Danish company, university or consortium
- IPR briefing, IPR registrations (or referral to legal advisors)
- Visiting programs
- Fee: 20.000 – 40.000 DKK

PROJECT SPECIFIC SINO-DANISH TASKFORCES

- Ongoing TCC related support and advise
- Partner identification and inclusion
- Identification and targeting of relevant building & construction projects on mainland China
- Project Specific stakeholder identification and management
- Visiting programs
- Task Force coordination
- Fee: 14.000 – 28.000 DKK


The Royal Danish Consulates General

Shanghai International Trade Centre
Yan'an West Road, no. 2201, Room 701
Shanghai 200336
Tlf. +86 21 6209 0500
www.gkshanghai.um.dk
The Trade Council, China
www.tradecouncil.china.um.dk

Innovation Centre Denmark, Shanghai

Shanghai Technology
Innovation Center, 7th floor,
100 Qin Zhou Road
Shanghai 200235, China
Tlf: (+86 21) 6085 2000
Fax: (+86 21) 6085 2005
E-mail: info@innovationcenterdenmark.cn

Consul Commercial, Building & Construction

Mr. Franz Gammelgaard-Schmidt
Mail: franga@um.dk
Tlf. +86 21 6209 0500*208

Executive Director & Commercial Officer

Mr. Claus Lønborg
Mail: claus@innovationcenterdenmark.cn
Tlf. (+86) 158 0058 0722

Senior Commercial Officer

Ms. Jessie Ji
Mail: jessji@um.dk
Tlf. +86 21 6209 0500*229

Innovation Consultant

Jerry Zhao
Mail: jerry@innovationcenterdenmark.cn
Tlf. (+86) 138 1638 7217