

# Decoding China

26 November 2020 – 15:00 to 17:00 (CET)

Guidance For European Startups, Scaleups & Sme's

## How to register?

Send email to

[lars.venslauskas@humboldt-tech-bridge.com](mailto:lars.venslauskas@humboldt-tech-bridge.com)

### Why?

China is commonly ranked as second most important expansion target by European Start-ups outside the EU. A sustainable and successful expansion, however, requires a well prepared strategy, reliable partners and time. This seminar offers first-hand insights in doing business with China and hands-on advices to do first steps towards the far east by renowned experts.

### For whom?

The session is part of the "Bridge to China market decoding program". The content addresses science-based entrepreneurs with an internationally relevant and innovative product, looking to enter the Chinese market.

## Speakers



Dr. Tania Becker

- + Center for Cultural Studies on Science and Technology in China at Technical University Berlin
- + Creating cultural awareness and pointing out cultural differences regarding China



Miriam Theobald

- + Co-Founder of Things Move China
- + Showing challenges and differences of the Chinese market with the example of Success Stories



Chu Zhang

- + Investment Director and Partner from Shanghai Science and Technology Investment Co.
- + Giving a Chinese perspective on European Startups and Innovation



Fabian Knopf

- + Director of R&P China Lawyers, Beijing
- + Director of Acclime China
- + Presenting practical insights into the legal framework in China and important steps to protect one's innovation

