

China Acceleration Programme

The China Acceleration Programme will enable EU startups to test their assumptions of the China market. Through this blended programme the participants will be able enabled to test their assumptions by meeting their customers, partners and investors. Their learning will be reinforced through visits of China's fastest growing companies such as Tencent and Amazon Cloud and throughout the process their learning will be supported and accelerated by our experienced China mentors. Last but not least, participants will have the opportunity to show off their products and services at the prestigious GMIC conference. By the end of three weeks the participants will not only know more about China, they will be engaging with the market.

In line with the theme for this year's GMIC, this first round of the China Acceleration Programme will be aimed at those European companies involved in the technologies and services related to **Artificial Intelligence**.

This programme takes place over three weeks:

Week 1: Pre-Departure

- One-week before coming to China, formulate your initial assumptions on the Chinese market.
- Discuss assumptions of your possible China business with one of our mentors – customers, channels, product market fit.
- Pre-departure webinar.

Week 2: One-Week Acceleration

- Welcoming seminar on opportunities and challenges of doing business in China.
- Stay in Day-Day up or EU SME Centre incubation.
- Panel discussion with other SMEs.
- Company visits - Tencent, Amazon Cloud
- Customer, investor, partner meetings.
- Three updates on assumptions with your mentor.
- GMIC attendance.

Week 3: The Wrap Up

- Review of assumptions and what's been learned with your mentor via Skype.
- Five page report.

Options:

- To extend stay and have meetings arranged in other cities.

Timetable

Date	Activity	Responsibility
Pre-departure, in the EU		
April 16 to April 20	<ul style="list-style-type: none"> One-week before coming to China, formulate your initial assumptions on the Chinese market 	EU SME Centre
	<ul style="list-style-type: none"> Discuss assumptions of your possible China business with one of our mentors – customers, channels, product market fit 	EU SME Centre
	<ul style="list-style-type: none"> Pre-departure webinar 	EU SME Centre
One Week Acceleration and GMIC Attendance in Beijing China		
Mon, April 23	<ul style="list-style-type: none"> Welcoming dialogue from Day-Day Up CEO 	DDU/ EU SME Centre
	<ul style="list-style-type: none"> Training: Opportunities and Challenges of doing business in China 	EU SME Centre
	<ul style="list-style-type: none"> Panel discussion with other SMEs in China 	DDU
	<ul style="list-style-type: none"> Customer, investor, partner meetings 	DDU
Tue, April 24	<ul style="list-style-type: none"> Training: Protecting your IPR 	EU SME Centre
	<ul style="list-style-type: none"> Company visits: Tencent, Amazon Cloud 	DDU
	<ul style="list-style-type: none"> Customer, investor, partner meetings 	DDU
Wed, April 25	<ul style="list-style-type: none"> Day 1 Booth Installation in GMIC 	DDU
Thu to Sat, April 26 to 28	<ul style="list-style-type: none"> Day 2-4 (Apr. 26-28) GMIC, China National Convention Center Booth show Attend seminars Demo Day: 10 selected European startups 	DDU
Sun, April 29	<ul style="list-style-type: none"> Day 5 Summary of the Workshop Flights back to EU 	DDU/EU SME Centre
The Wrap Up, in the EU		
May 2 to 4	<ul style="list-style-type: none"> Review of assumptions and what's been learned with your mentor via Skype 	EU SME Centre
	<ul style="list-style-type: none"> Five-page report (Delivered two weeks later) 	EU SME Centre

Price: EUR 3850