



第16届中国国际人才交流大会  
The 16<sup>th</sup> Conference on International Exchange of Professionals



InnoSTARS



# 国际创赛中国投资合作对接 (深圳·龙华) 大会 International Best Startup Showcase

April 14-25, 2018 Longhua District, Shenzhen

China-Italy Innovation and Entrepreneurship Competition (CIIEC)

Italy-China Best Startup Showcase

InnoSTARS Competition

UK-China Innovation & Entrepreneurship Showcase

#### Hosts

State Administration of Foreign Experts Affairs P.R China | The People's Government of Shenzhen Municipality

#### Organizers

The People's Government of Longhua District, Shenzhen | Information Research Center of International Talent  
International Technology Transfer Network (ITTN)

#### Co-organizers

Politecnico di Milano | Fondazione Idis-Città della Scienza | US China Innovation Alliance (UCIA)  
Global Technology Innovation Partner (GTIP) | Shenzhen Center for International Exchange of Personnel

#### Supporters

China Association for International Science and Technology Cooperation (CAISTC)  
China Science and Technology Exchange Center (CSTEC)

#### Special Partner

Shenzhen Juneng Capital



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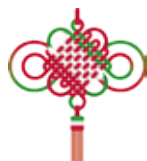
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## Overview

With the rapid progress of globalization, innovation is no longer restrained to certain region. It is one of the primary factors in promoting market and interconnectedness of the world. International competition bridges the overseas resources with local demands. In 2017, the success of China-Italy Innovation and Entrepreneurship Competition (CIIEC), Italy-China Best Startups Showcase, InnoSTARS Competition and UK-China Innovation & Entrepreneurship Showcase made a significant achievement in international cooperation, numerous outstanding projects selected from Primary held abroad got access to the Semifinals and Final as well as Roadshows in China, with the aim of integrating projects with local resources, thus stimulating the industrial and commercial development.

To help establish favorable relationships between brilliant projects with abundant local resources and fulfill entrustment of the Municipal People's Government of Shenzhen, ITTN intends to invite 30 outstanding projects selected from Italy, USA, and UK to participate in the International Best Startup Showcase for landing in China, which will be held on April 14-25 in Shenzhen. The roadshow will focus on April 14-15, while the latter 2 weeks is concentrating on Matchmaking, related Seminar and Industrial Park Visiting, etc.

## Focusing Areas



### China-Italy Innovation and Entrepreneurship Competition (CIIEC)

Hosted by Ministry of Science and Technology of China and Ministry of Education, Universities and Research of Italy, The 1st China-Italy Innovation and Entrepreneurship Competition (CIIEC) was held during October 2016 to September 2017 under the theme of Scale-up to Success. The Competition is initially designed to be held in China and Italy and divided into three stages, including preliminaries, semifinals and finals. On Oct 27, 2016, Stefania Giannini, Former Italian Minister of Education, Universities and Research, and Wan Gang, Former Minister of Science and Technology, both attended the launching ceremony of CIIEC in Naples. Meanwhile, the ceremony witnessed the establishment of China-Italy Technology Transfer and Innovation Entrepreneurship Alliance.

Preliminary was held both in Naples and Milan, while Semifinals was involved in Shenzhen, Chengdu and Tianjin, Final was held successful in Xi'an.

### Italy-China Best Startups Showcase

Italy - China Best Startup Showcase (BSS) aims to provide an opportunity for the best Italian and Chinese "market proven" startups interested in presenting and developing their business in the partner country. It is therefore not a real "competition" between Italian and Chinese startups, but a presentation of a reasoned selection of startups located in both countries, which offers the opportunity for startups to interact with potential investors and help explore the overseas market.

On Oct 26, 2016, First Edition Italy-China Best Startups Showcase was held successfully in Naples, Italy, more than twenty teams from China and Italy participated in the roadshow and presented their projects by turns. On Nov 14, 2017, Second Edition Italy-China Best Startups Showcase was held smoothly in TusPark Central Hall.

## InnoSTARS InnoSTARS Competition

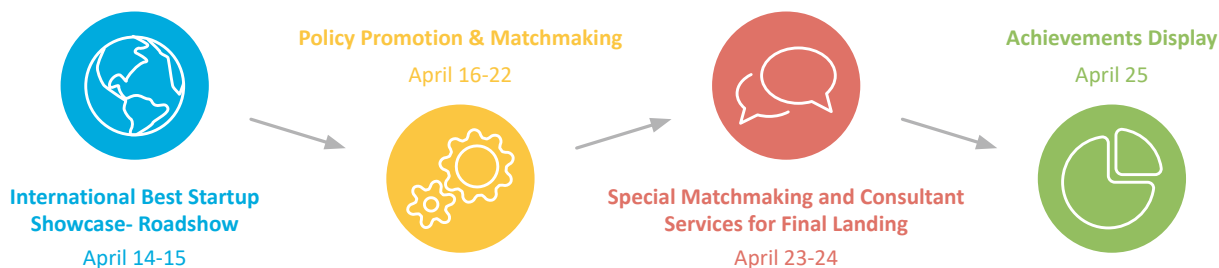
Hosted by the US China Innovation Alliance (UCIA), China Science and Technology Exchange Center (CSTEC), China Association for International Science and Technology Cooperation (CAISTC), and supported by the Ministry of Science and Technology of People's Republic of China (MOST), InnoSTARS Competition was listed as one of the key programs in the science and technology area for the first U.S.-China Social and Cultural Dialogue (SCD) which was co-chaired by U.S. Secretary of State Rex Tillerson and Chinese Vice Premier Liu Yandong on September 28, 2017, in Washington, D.C. President Donald Trump and President Xi Jinping launched the SCD in April 2017, at Mar-a-Lago. The semi-finals and roadshow of the first competition were held from July to November in Suzhou, Chengdu, Shenzhen, Xi'an, Qingdao, Wuhan, Changzhou, Nanjing, Beijing, and Kunming.



### UK-China Innovation & Entrepreneurship Showcase

UK-China Innovation & Entrepreneurship Showcase was held on Dec. 6, 2017, in the meantime, China-UK Innovation and Entrepreneurship Competition was launched. As one of the important parts of China UK Science and Technology Innovation Cooperation series events which were hosted by China Ministry of Science and Technology and UK Department for Business, Energy & Industrial Strategy, UK-China Innovation & Entrepreneurship Showcase was held in British Academy during vice Premier Liu Yandong's visit to the 5th meeting of UK-China High Level People-to-People Dialogue. Preliminaries have been held in Chengdu in May, 2017 and in London in October, 2017.

# Agenda



Time		Activity Name	Contents
<b>Module I: International Best Startup Showcase</b>			
April 14 (SAT)	Morning	Visiting Exhibition Area in The Conference on International Exchange of Professionals (CIEP)	The representatives will visit Exhibition of Longhua District and Exhibition of Beijing-Tianjin-Hebei Cooperation on Intelligence and Talents Introduction in CIEP this morning, acquiring the opportunity of meeting numerous investors.
	Afternoon	Pre-Event Pitch Train	Before the event, the representatives can present their projects in advance, investors and international advisors will give some advices based on their performances.
April 15 (SUN)	Morning	1. The First International Talent Festival-Opening Ceremony 2. International Best Startup Showcase	After the opening ceremony, the roadshow of showcase will start around 10:30 am, whilst conducting matchmaking
	Afternoon	International Best Startup Showcase	Roadshow & Matchmaking
<b>Module II: International Best Startup Training Camp</b>			
April 16 (MON)	Whole Day	International Technology Transfer and Entrepreneurship Seminar	The Seminar will focus on the status quo and development on International Technology Transfer & Entrepreneurship
April 17 (TUE)	Whole Day	Dream Trip in Shenzhen	a) Visiting the incubator of Juneng Capital and Shenzhen Institute of Beidou Applied Technology b) Visiting leading enterprises based in Shenzhen, such as Tencent, Foxconn and BYD, etc.. Tencent: Founded in November, 1998, Tencent is a leading provider of Internet value added services in China. c) Visiting Landmark-Shuangxi Building
April 18 (WED)	Morning	Policy Promotion: Policy on Talents	Leaders from Talent and Personnel Service Center will conduct presentation on Talents Policy, and explain the explicit preferential policies for talents
	Afternoon	Policy Promotion: Policy on Science and Technology	Leaders from Shenzhen Science and Technology Innovation Bureau will clearly address the policy on science and technology, containing detailed landing policy and consultant services etc..

Time		Activity Name	Contents
April 19 (THU)	Morning	Rest	Rest
	Afternoon	Promotion and Matchmaking with investors from Shenzhen	Plenty of investment organizations, funding companies from Shenzhen will attend the activity to contact representatives for further cooperation in Shenzhen Equity Exchange
April 20 (FRI)	Morning	Sightseeing	Visiting scenic spots in Longhua District
	Afternoon	Matchmaking with Potential Partners	One to One Matchmaking with Key Enterprises, Investment Organizations, Fund Companies from Longhua District
April 21 (SAT)	Whole Day	Rest	Rest
April 22 (SUN)	Whole Day	Matchmaking	Visiting and matchmaking in Dapeng District
April 23 (MON)	Whole Day	Specific Research Trip in Shenzhen	Planning to visit prestigious organizations. Matchmaking opportunities will also be offered.
April 24 (TUE)	Whole Day	Intelligence Property Seminar and Matching	Renowned experts on IP will provide related consultancy and answer the questions raised by representatives
April 25 (WED)	Whole Day	Display of Achievements	a) Reports of ProjectLanding b) Signing Ceremony Media Exposure will be provided for representatives as well as following support on Final Landing.

# Advisors

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## Carlo Bonadonna

**CEO, Northzone**

**PoliHub Mentor**

As Advisor Carlo is working for Unicredit Bank, Politecnico of Milano (PoliHub), Domus Academy. He helped Corporate to develop Open innovation projects and startups to develop their business in several sector. Carlo is one of the founder of NorthZone.it that provides advisory services in the sports industry with a strong expertise in the Asian and European market.

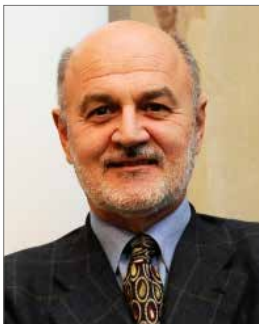
Carlo for 10 years helped the World Leading Certification Body SQS and IQnet, Switzerland to develop the Business in Italy and before helped TEI Spa, Italy, the eldest environmental company in Italy to develop the business in Italy and all over the World.

Carlo is member of the International Committee for Technological Transfer of ITTN,

Carlo is former professor at Politecnico of Milano, University of Bicocca, Milano, and University of Trento.

Carlo is Member of the committee of the Club Alpino Italiano of the Presidenza del Consiglio dei Ministri

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## Luca Vittorio Canepa

**Managing Director, Ban-Up S.p.a.**

**PoliHub Mentor**

Born in Milan in November 1957, a Politecnico di Milano graduate in Chemical Engineering, Luca is an executive, business leader and adviser with extensive International experience. Luca has successfully supported businesses across multiple areas and roles as C-Level Executive, Board Member, M&A and Turnaround management, developing new businesses, implementing changes and managing company restructuring.

A direct leader, Luca engages himself and his teams in growing business and in executing changes and delivery, while motivating individuals with empathy and with a factual and handson

approach. The combination of analytical ability (on numbers and processes) and of strategic business vision enables Luca to rapidly understand needs and to define and achieve the set targets, acting on the principle of "plan the work and work the plan", with stamina and enthusiasm.

In his role as Business Angel, with investment in Start-up, Luca has covered operational roles, defining business strategy and gaining interest of other investors for new rounds and exit.

Trilingual, together with his skills and experience working within varied and different cultures, Luca carries hard to match motivation to support entrepreneurs and organizations on business and shareholder value creation.

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## Dr. Majid Anwar

**CEO, Modo Systems Ltd.**

Dr. Majid Anwar is the founder and CEO of the modo project. He received two UK Queen's Awards for Exports and Innovations. With more than 120 patented technologies in his possession, he has earned over \$ 100 million in returns from just Samsung. As a serial entrepreneur, Dr. Majid Anwar has raised more than \$ 80 million through angel investments, venture capital and sovereign wealth funds.

He is a thoughtful leader in user interface and mobile software and has lectured on these issues to institutions including the US Patent Office; and his expert advice has been sought by the likes of Apple and Samsung. He has a track record of coming up with original ideas, seeing these through productization, development of business models, building teams and turning technology into sales. He has filed in excess of 100 patents and his IP has generated over \$100M in revenues from Samsung alone. His innovations have been deployed by all the major players in the mobile industry, ranging from device manufacturers, carriers and cloud providers, shipping software on billions of devices word wide.



## Mariano Iadanza

**Head of Business Incubation Centre**

**Città della Scienza**

Mariano Iadanza is currently the person responsible for the Business Incubation Centre in Città della Scienza. He is in charge of the supervision of the processes related to the incubation and acceleration of innovative SMEs, the High Training courses in themes related to Future Emerging Technologies and the European Grants Office. He is the Coordinator of the Design and Research in Advanced Manufacturing (D.RE.A.M.). As Responsible of Advanced Training, he is also in charge of the DREAM Academy, a post-graduate Training Programme entirely based on computational design, additive manufacturing, digitisation processes. He has a 15-year experience in domains such as internationalization of SMEs, European territorial cooperation, Research and Innovation programmes, Financial Engineering Instruments. As part of his professional experience, he had the chance to develop projects and networks with Middle Eastern Countries, European Union member states, China, Iran and Sub-Saharan countries.



## Roberto Luzi Crivellini

**Partner, Senior Manager**

**Studio Legale Macchi di Cellere Gangemi**

Roberto Luzi Crivellini is the senior manager of MACCCHI di CELLERE GANGEMI Law Firm. He is committed to the research the International Trade Law and mainly concentrates on the Chinese Market. His business range covers the Company and Business Law, Foreign Direct Investment and Joint Venture, Attorneyship, Dealership, Franchise Agreement, International Litigation and Arbitration.

Since 2000, he has been committed to develop the Chinese Market; help Italian Enterprises find cooperation opportunities and do business in China and vice versa. In the meantime, help Chinese investors buy the real estate in China and also provide consulting services of the immigration.



## Warren Scott Michael Haughton

**Chief Operations Officer & Founding Director**

**InvestorsLimited**

Established in London in 2004, Envestors is one of the UK's leading FCA regulated corporate finance houses which runs a network of over 3,500 sophisticated high net worth private investors and family offices. The London based firm has offices in Jersey and Dubai and has been voted UK Private Investor Network of the Year by Investor Allstars three times in the last seven years.

Scott has considerable additional experience in landing UK technology firms in China and connecting these portfolio companies with Chinese strategic investment and market development partners. In 2017, Envestors ran four investment roadshows in China for client companies.

Scott co-founded Envestors in 2004 with two entrepreneurs of the same view. Since then they have worked with companies looking for funding at the earliest stage through to those looking to take established businesses to new frontiers.



## Robin Peter Tensen

**Director in China**

**Globaltech\_IP**

Peter is a strategic and entrepreneurial leader with over eighteen years of global experience across a widerange of sectors including IT, software, cleantech, telecoms, financial, bio-tech, and bio-agriculture. Peterstarted his career at Microsoft, and then served as a software consultant for over a decade to some of theleading investment banks on Wall Street, including JP Morgan, Merrill Lynch, Solomon Brothers, and CreditSuisse.

Over the years, Peter also launched and consulted to a number of successful high tech start-ups in diverseareas such as data mining, Unix job automation, eco buildings and bio-agriculture. Peter made his first visitin China in 1882 and studied Chinese about 1.5 years. Peter holds a dual EMBA from INSEAD, Singapore/France and Tsinghua University, Beijing. Currently, Peter is the China Director for Global TechnologyInnovation Partnerships(GlobalTech\_IP), with technology transfer consultancy and investment companiesbased in Beijing, Nanjing and Wuhan.



## Alessandra Capriglia

**Director of China -Italy Maker Space**

**Beijing Zhongguancun Innoway Technology Service Co., Ltd.**

As director of China -Italy Maker Space, Beijing Zhongguancun Innoway Technology Service Co., Ltd., Alessandra is responsible for projects that helps Italian startups landing in China , and that helps foreign students who want to fulfill their work experience in Beijing innovation center to work as interns in Zhongguancun Park. She has been working hard to strengthen the relation between Europe and China, especially in the perspectives of innovation and people-to-people exchanges. She is also a member of Tech Silu, an Italian association dedicated to the integration of entrepreneurship in China and southern Europe. She also worked as a project assistant at the China-Italy Chamber of Commerce. Alessandra was born of China -Italy parentage. She studied in Italy, France, Denmark and China and has extensive international working experience. She majored in cross-cultural communication and China's international relations.



## Jordan

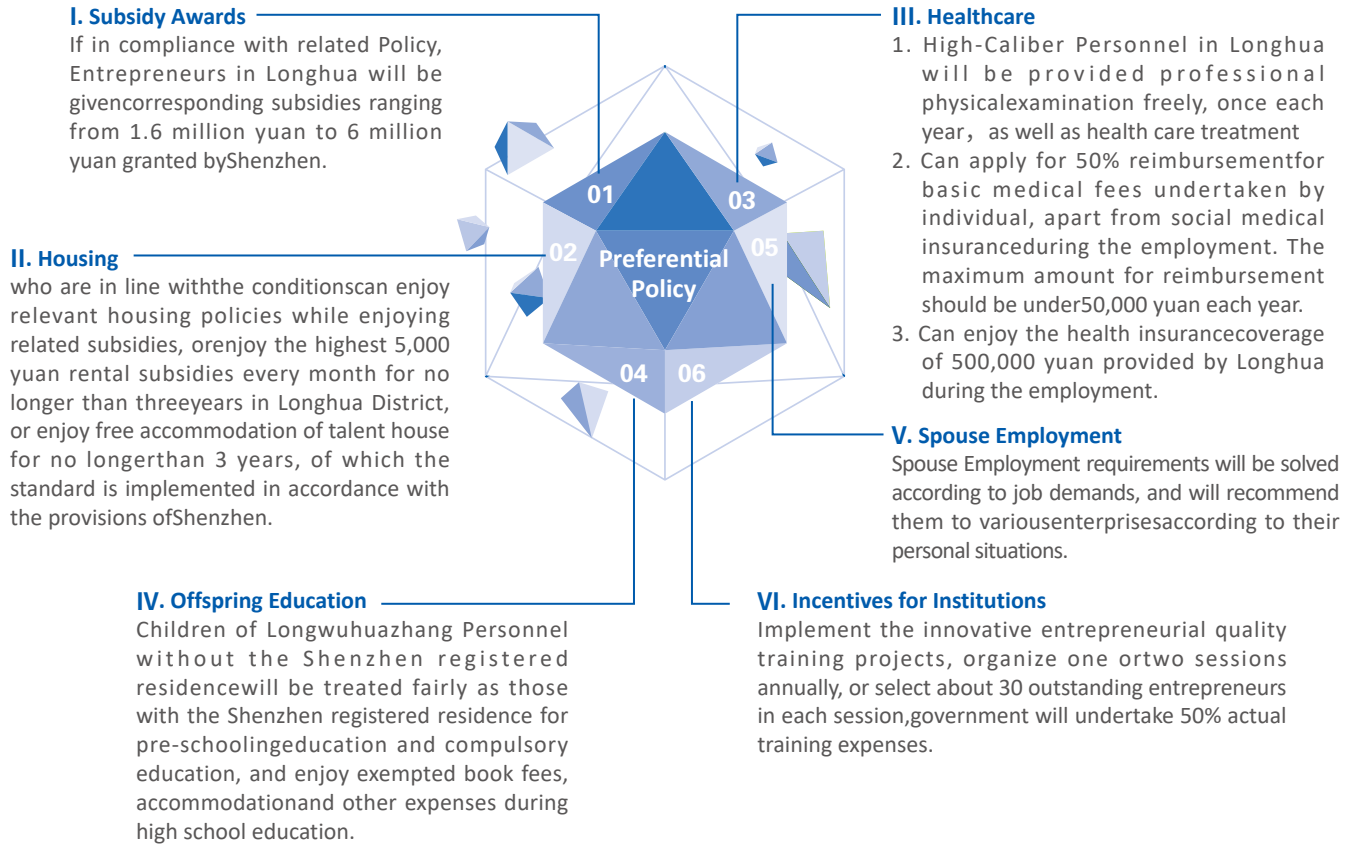
**Global Incubator Manager**

**Zhongguancun Innoway**

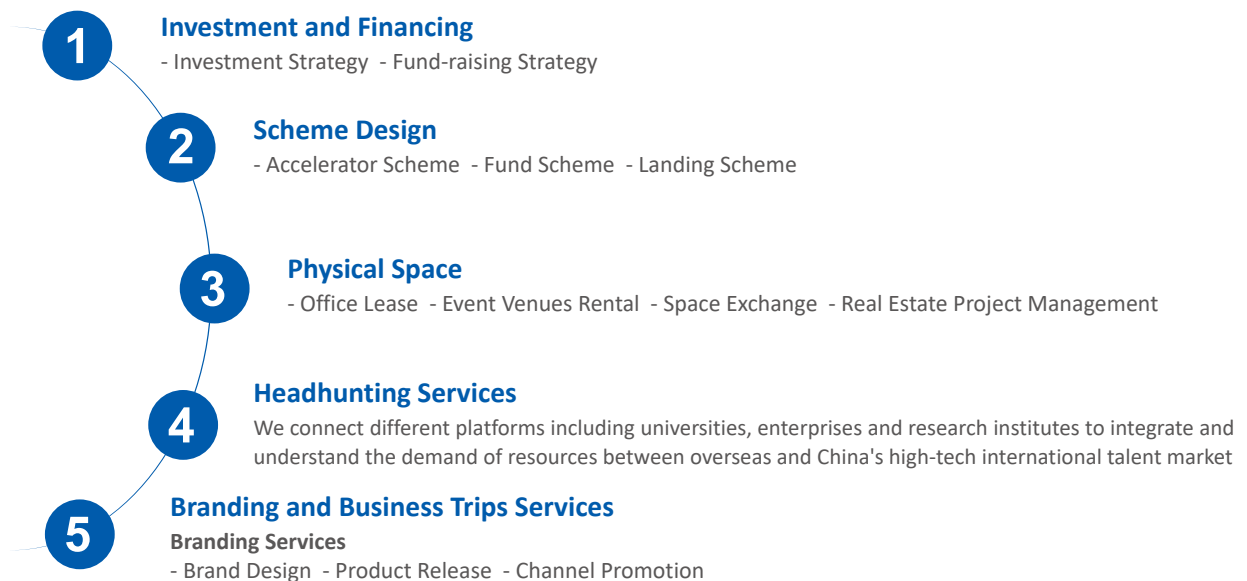
Jordan is a passionate innovator with both entrepreneurial and investment experiences. He is currently working in the Global Incubation Department of Innoway, in charge of China Soft Landing Program where he selects and invests in overseas high-tech startups with China market potentials. Meanwhile Jordan helps large corporations with startup scouting and innovation strategies. He is also one of the community managers of Startup Grind in Beijing. Before joining Innoway, Jordan was the project director at Cipher Ground, a deep-tech incubator. Prior to that he founded two companies, in China and in Sweden. This gave him hands-on experiences in entrepreneurship and is still helping him in better understanding startup businesses. Jordan is born in China and studied in both Sweden and America, with a focus in Business Administration and Management.



# Preferential Policy



# Supporting Services



# Shenzhen Introduction

## Overview

Shenzhen is a coastal city in South China. It is located on a southern tip of the Chinese mainland and on the eastern bank of the Pearl River, neighboring Hong Kong. The country's first special economic zone - the brainchild of late Chinese leader Deng Xiaoping - was established here in 1980. Shenzhen has been a touchstone for China's reform and opening-up policy since then. In merely 37 years, Shenzhen, once a tiny border town of just over 30,000 people, has grown into a modern metropolis. It established many firsts in the history of world industrialization, urbanization and modernization and has become a prosperous, chic, innovative, harmonious and beautiful city.



## Innovation City

The city is the high-tech and manufacturing hub of southern China, a State-level innovative city. It has set up new standards of "Shenzhen Quality."

Shenzhen has unique cultural charm. Since 2003, when Shenzhen took the national lead in establishing the strategy for a culture-based city. In 2015, Shenzhen started to carry out the Cultural Innovative Development 2020 Plan and made an effort to support original design and the development of cultural creative industries. It was elected one of the top 10 Chinese cities popular with expats in 2016.

## Top Industry

Strong R&D capability and a complete industrial chain have made high-tech industries Shenzhen's most important pillar. In 2016, the PCT applications amounted to 19,647, comprising 46.59% of the nation's total and stayed at the top of China for several consecutive years. There are 8,037 recognized State-level high-tech enterprises in Shenzhen. Grapheme terahertz chip, unmanned aerial vehicle and flexible display technologies are among the leading technologies in the world.

## Preferential Policies

As the first national innovative city and a State demonstration area of independent innovation, Shenzhen carries out a three-year plan and a series of policies to encourage the development of startup entrepreneurs and has formed a policy chain of the notion of reinforcing the joint development of innovation, entrepreneurship, venture capital investment and makers to build the city into a modern international innovative city. In recent years, the number of makers in Shenzhen has been growing drastically. Many institutions have gained much fame and influence both domestically and overseas, including Chaihuo Maker Space, Makeblock and Seeed Studio.

Bio-industry, new energy industry, new generation of information technology, internet industry, Energy conservation and environmental protection industry, etc. are Strategic emerging industries in Shenzhen. Shenzhen has more than 90,000 Internet-related businesses and a large number of world-renowned Internet companies. Among them, Tencent is one of China's biggest Internet service providers as well as one of the Internet companies that boast the largest number of users.





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MaX 大创新  
战略研究 人才培养 知识体系



国际创新项目 SHOW  
产业投资 机构合作 引进落地

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