

A world map is centered in the upper half of the slide, rendered in a light blue color against a darker blue background. Numerous small, bright white and light blue dots are scattered across the map, representing various global locations. Below the map, there are several horizontal, wavy lines in shades of blue, creating a sense of motion or data flow. The overall aesthetic is clean, professional, and tech-oriented.

# **Practice and Understandings of International Technology Transfer**

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**2013.5**

**Coway International TechTrans Co., Ltd.**

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# ITTC of Tsinghua & COWAY



# ITTC of Tsinghua University

❖ **ITTC Tsinghua was founded in 2001.**

## **Major Functions:**

- Integrate resources of Tsinghua University and conduct theoretical study of technology transfer;
  - Make full use of the advantage as a platform and transfer scientific achievements of Tsinghua University;
  - Carry out international technology transfer by taking advantage of resources from Tsinghua University
- ❖ **In June 2002, Coway International TechTrans Co., Ltd. was initiated by Tsinghua University to realize the commercial operation of ITTC.**

# Coway International TechTrans Co., Ltd.

- ❖ Date of Establishment: June, 2002
- ❖ Registered capital: 50 million RMB
- ❖ Current employee: about 50 persons
- ❖ Coway is entrusted by Tsinghua University to carry out technology transfer and technology commercialization of International Technology Transfer Centre (ITTC) of Tsinghua University.
- ❖ Coway founded Shanghai Co-way International Technology Transfer Center Co.,Ltd in collaboration with Science and Technology Commission of Shanghai Municipality

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# Practice and Understandings of International Technology Transfer

## ❖ Practice Model(1)

- Provide customized professional technology transfer service
- ❖ Through years of experience, we have summarized one rule: Only by having the human resources of one team concentrate on several professional fields, can the partnering process be accelerated, and the completion efficiency of technology transfer be improved and solve the demands of clients within a short time.
- ❖ Therefore, we choose biochemical, energy and environment, new materials, and advanced manufacturing as our main focus areas. Especially in terms of biochemical field, we provide professional and comprehensive technical solution for clients through technology validation, technology improvement, contract research and so on.

# Practice and Understandings of International Technology Transfer

laboratory equipment



Small R&D center



**Lab and Equipment for technical validation,  
technical improvement and contract research**

Pilot scale test base



Table  
concentrator



Fermentation  
Tank for test



Fermentation  
Tank for pilot



# Practice and Understandings of International Technology Transfer

## ❖ Successful Cases

China-China:

Ethyl vanillin technology  
—PingMei Group

Overseas-China:

Carotene fermentation technology  
—Zhejiang Medicine

Vitamine B2—Hubei Guangji

Colistine sulfate E  
—Zhejiang Shenghua Biok Biology

Avermectins—Daqing Zhifei

Gentamicin  
—Shandong Lukang Group

Phenylalanine  
—Fujian Lizhu Group

Kanamycin  
—Shandong Qilu Pharmaceutical

China-Overseas

Cephems intermediate GCLE  
—an India Company

Penicillin—Spain Company

Overseas-Overseas

Vancomycin  
—a Japanese company

Teicoplanin  
— a Japanese company

# Practice and Understandings of International Technology Transfer

## ❖ Understandings (1)

- **Professionalization:** only by professional service can the demands of clients be met.
- **Commercialization:** internal motivation for the sustainable development of a company
- **Internationalization:** irresistible trend of global technology innovation and transfer



# Practice and Understandings of International Technology Transfer

## ❖ Business Model (2)

- packaged solutions for enterprises who want to enter the China market



### ➤ Market entry strategy

- Market entry consulting service
- Market investigation
- Technology/ Product analysis
- Investment opportunity and risk analysis
- Industry/law/policy analysis
- IP protection

### ➤ Matching Service

- Partner matching and investigation
- Partnering conferences

### ➤ Localized Service

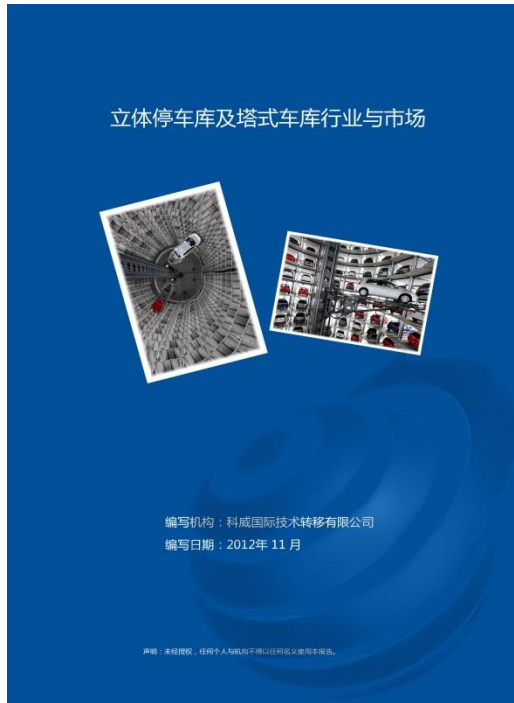
- Technology demonstration
- Set up a new office
- Set up a joint-venture company

# Practice and Understandings of International Technology Transfer

## ❖ Successful Cases

### ● Market research

- ❖ based on Tsinghua University 's brainpower in China
- ❖ deep investigation into policy, market, rivals and current situation for the Clients' reference
- ❖ provide reference for clients to enter the China market



“Spatial car parking system Program” for a famous Japanese Company



**SIM Card Program**



**Machine Tool Program**

# Practice and Understandings of International Technology Transfer

## ❖ Successful Cases

### ● Localization: Technology Demonstration

- ✓ technology validation
- ✓ market feedback test
- ✓ boost the confidence of potential local partners



Russian non-contact magnetic testing demonstration project

# Practice and Understandings of International Technology Transfer

## ❖ Successful Cases

### ❖ Localization: Set up Joint-ventures



Coway and BioWorks, a spinoff company of Connell University, established Beijing Coway BioWorks BioTech Co., Ltd. in 2009. Coway helped the team building and constantly provide financing services. It has accomplished capital increase to 20 million RMB.



In 2013, Coway established a company engaged in used car B2B auction platform jointly with a Japanese company.

# Practice and Understandings of International Technology Transfer

## ❖ Understandings ( 2 )

- Intellectual property protection is the cornerstone of success!
- Localized team is the key to success!



# Practice and Understandings of International Technology Transfer

## ❖ Business Model (3)

### ● Global carbon trade and carbon emission reduction

✓ We have been actively developing services and products related with global carbon trade since 2002

✓ CDM consulting services

We provide for enterprises the one-stop service include compiling documents, obtaining approval from NDRC, contacting buyers abroad, completing project registration in EB, obtaining CERs

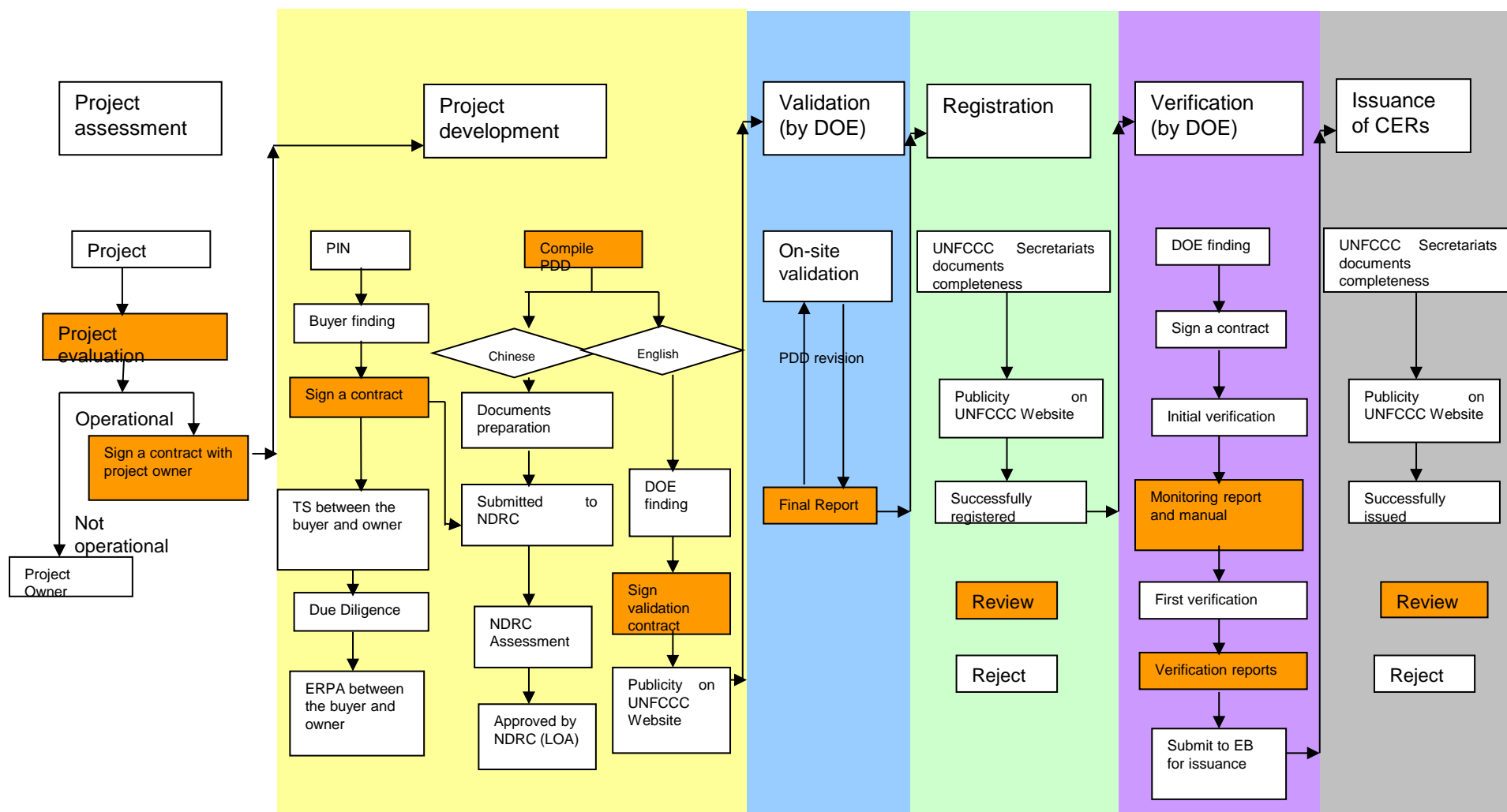
✓ Low-carbon services

We provide full services such as carbon measure, carbon reduction, carbon offset, and so on.



# Practice and Understandings of International Technology Transfer

## ❖ Standardized Process



# Practice and Understandings of International Technology Transfer

## ❖ Successful Cases

- *List of CDM projects that have been successfully registered in EB*

	Project Name	Project Investment*	Installed Capacity	Annual CERs	Annual Profit
		(million RMB Yuan)	(MW)	(tCO <sub>2</sub> )	(million RMB Yuan)
1	Beijing Anding Landfill Site Landfill Gas Collection and Utilization	19.04	40m <sup>3</sup> /d	75,557	6.04
2	Guangzhou Xingfeng Garbage Landfill Gas Recycle	180.18	19	909,857	72.79
3	Zhejiang Juhua HFC23	160	/	5,789,682	347.38
4	Shenzhen Xiaping Garbage Site Landfill Gas Recycled to Manufacture Car Fuel	82.02	8	471,619	28.3
5	Jilin Changling Wind Power Generation	455.55	49.5	99,676	5.98
6	Guoneng Jiangsu Sheyang Biomass Power Generation	276.09	25	109,105	10.91
7	Gansu Erlongshan Hydropower	356.7	50.5	134,811	12.13
8	Gansu Sandaowang Hydropower	700.46	112	320,000	19.2
9	Steam and Fuel Gas Combined-cycle Power Plant of Beijing 3 <sup>rd</sup> Thermal Power Plant (second stage)	1414.73	400	623,788	56.14
10	Gansu Datang Yumen 49MW Wind Power	455.7	49	96,969	7.27
11	Gansu Luertai Hydropower Plant	119.3	12.2	40,942	2.46
12	Fujian Beijing Hydropower Plant	431.12	50	148,386	11.87
13	Guangxi Xiafu Hydropower Plant	375.4	49.5	126,581	10.13
14	Guangxi Bajiangkou Hydropower Plant	706.62	90	266,483	21.32
15	Fujian Gaotang Hydropower Plant	367.34	42	116,766	7.47
16	Yunnan Magahe Hydropower Plant	85.67	15	54,251	3.47
17	Yunan Niduhe Hydropower Plant	81.01	14	52,928	3.38
18	Sichuan Miaopu Hydropower plant	205.6	30	137,563	9.35
19	Jiangxi Taojiang Hydropower Plant	185	25	65,365	5.23

# Practice and Understandings of International Technology Transfer

## ❖ Understandings (3)

- Standardized Process is the guarantee of good Service!



- Professional team is the key to maintain sustainable development of a company!



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# Channel Construction Home and Abroad

## ● Domestic channel construction

- **Act as the Secretariat of the China Innovation Relay Network**
- **Host Tsinghua University Station, the Capital Science & Technology Resources Platform and the Science Education Base of Tsinghua University initiated by Beijing Municipal Science & Technology Commission**
- **Undertake the Beijing Low-carbon Technology Transfer Center Program**
- ✓ In 2011, accredited as International Science and Technology Cooperation Base by Department of International Cooperation, MOST
- ✓ In 2008, selected as one of the first National Technology Transfer Demonstration Organizations accredited by MOST
- ✓ In 2006, selected as Supporting Partner for International Scientific & Technological Cooperation of Torch Center, MOST

# Channel Construction Home and Abroad

**CIRN Members: 23 provinces, 84 stations**



# Channel Construction at home and abroad

## ❖ International Channel Construction

**Building platforms for International TT cooperation**

### ➤ International Programs:

- **ChinaAccess4EU Program under EU's FP7;**
- **CTIBO Program under EU's FP6**
- **ICUK Program between China and UK**
- **PFAN Program**

### ➤ Conference organization

- ⑩ **VIP Forum of Beijing International Technology Transfer Conferen**
- ⑩ **Sino-Estonian High-Tech Enterprises Fair 2009**
- ⑩ **China-Newland Technology Commercialization Networking Foru**  
**2008**







# Thank You !

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