

AUSSEN
WIRTSCHAFT

STARTUP ACCELERATION PROGRAM

goChina DIGITAL 2021 – Shanghai & Beijing

02.06.2021 - 18.06.2021 | 1+6 morning sessions

PROGRAM

Language: English

Location: Online | Shanghai & Beijing, China

Last update: 19.03.2021 | subject to alterations

in cooperation with



supported by



a joint initiative of the Austrian Federal Ministry for Digital and Economic Affairs and the Austrian Federal Economic Chamber



Please note: A personal login to our online platform will be provided to all participants several days before the digital program starts. Please make sure your access works properly and read the practical information shared online prior to the first meeting.

PRE-SESSION | WEDNESDAY, 02.06.2021 | DIVE INTO THE PROGRAM

09.00-09.15 am GOCHINA 2021 KICK-OFF

Official welcome & intro by goChina team

09.15-09.35 am CHINA: THE BIG PICTURE

China's economy & bilateral trade with Austria

09.35-10.15 am 360° INTRO BY STARTUPS

Short presentation by all startups with Q&A, preferably with a video tour

Note: We will need your camera on for the intro! Presentations will be recorded.

10.15-10.30 am GOCHINA 2021 OUTLOOK

Program outline and discussion about participants' specific interests

SESSION 1 | TUESDAY, 08.06.2021 | GET TO KNOW THE MARKET

09.00-09.40 am STARTUP ECOSYSTEM BEIJING

Knowledge sharing with ecosystem insider, Do's & Don'ts in China's capital

09.40-09.50 am BREAK

09.50-10.30 am STARTUP ECOSYSTEM SHANGHAI

Insights into the business environment in the economic hub on the east coast

10.30-11.00 am VISION & BEST-PRACTICE

Lessons learned & practical tips shared by a startup successfully operating in China

SESSION 2 | WEDNESDAY, 09.06.2021 | MARKET YOUR PRODUCT

09.00-09.40 am HOW TO SURVIVE IN CHINA

Tips & tricks for business life in China from an experienced startup coach

09.40-09.50 am BREAK

09.50-10.30 am MARKET STRATEGY & DIGITAL PRESENCE

Digital presence and B2B/B2C sales in China – technological take (platforms and methods) & commercial perspectives (product localization, price and marketing).

10.30-11.00 am ONLINE / OFFLINE DISTRIBUTION CHANNELS

Distribution channels for digital and physical products – overview, pros and cons

SESSION 3 | THURSDAY, 10.06.06.2021 | SECURE YOUR INTERESTS

09.00-09.20 am BUSINESS LAW IN CHINA

All you need to know – in a nutshell

09.20-09.55 am WORKING WITH LOCAL PARTNERS

Legal do's & don'ts from signing a contract to setting up a local presence

09.55-10.05 am BREAK

10.05-10.25 am TAXATION IN CHINA

Basic information for startups

10.25-11.00 am DEALING WITH DATA & IP PROTECTION

Handling of sensitive data according to the new regulations and how to effectively protect your know-how, IP and brand

SESSION 4 | WEDNESDAY, 16.06.06.2021 | LOCALIZE YOUR PITCH

09.00-09.20 am **ABCS OF PITCHING IN CHINA**

What you need to know about successful (online) pitchings in China

09.20-10.30 am **TEST-PITCHING**

Test run for online pitching with individual feedback on content and presentation from a Chinese point of view

Note: Your pitch & pitch deck both need to be ready in the final version.

SESSION 5 | INDIVIDUAL DATE | MEET INDUSTRY INSIDERS

individual time **1:1 ONLINE MEETING**

Individual call and discussion with an industry insider and potential business partner. Get insights into the industry-specific market situation and a qualified opinion on the market fit of your product as well as a first useful contact in China.

SESSION 6 | FRIDAY, 18.06.2021 | PRESENT YOUR STARTUP

08.30-09.00 am **LAST PREPARATION**

Get ready for the online pitching session with the goChina team

Note: Your final pitch deck needs to be sent in advance. We meet on a separate platform for the live pitching.

09.00-10.00 am **LIVE ONLINE PITCHING**

Online pitching session in cooperation with Plug and Play China (tbc). Explore potential interest in your product with an audience of Chinese business representatives and multipliers of the local startup community.

10.00-10.15 am **BREAK & PLATFORM CHANGE**

10.15-10.40 am **WRAP-UP & OUTLOOK**

Summary of goChina DIGITAL 2021 and next steps for goAsia Individual Ticket

10.40-11.00 am **FINAL TOUR DE TABLE**

Feedback round and final Q&A session

WEEK X | 2021/2022 | FOLLOW UP IN CHINA

**date tbd
individually**

GOASIA INDIVIDUAL TICKET

As soon as the situation regarding COVID-19 allows business trips again, successful alumni of the goChina DIGITAL 2021 online program are offered a goAsia Individual Ticket. These selected startups will travel to China at a date of their choice (ideally at the time of an industry relevant event) to meet potential stakeholders and clients for an individual follow-up in Shanghai and/or Beijing. 80% of all travel and accommodation expenses up to EUR 7,000 per startup are refunded (1-week stay).

Important: An offline get-together during the goChina 2021 program is in consideration, but fully depends on the health situation and applicable safety regulations in June. In this regard, we are closely monitoring the development of the coronavirus pandemic. It is our aim to provide a beneficial acceleration program that is accessible for all selected startups while ensuring every participant's safety.

Contacts in Austria:

Lisa-Maria Stöger, Program Manager
Global Incubator Network Austria
Austria Wirtschaftsservice GmbH
E lisa.stoeger@gin-austria.com | T +43 (1) 501 75 549

Contacts in China:

Elisabeth Mindlberger, Deputy Head
AußenwirtschaftsCenter Shanghai
E shanghai@wko.at | T +86 21 6289 7123

Christian Mereiter, Senior Project Manager
AußenwirtschaftsCenter Peking
E peking@wko.at | T +86 10 85 27 50 50