



BIO Clustermanagement  
NRW GmbH

**BIO Clustermanagement NRW GmbH**  
北威州生物产业集群管理公司





## INTRODUCTION

BIO Clustermanagement NRW GmbH supports your life science business operations in all kinds of ways and areas, especially at international level. Our experts are native speakers and happy to help you.

If you would like to know more about NRW and life science industry in the state, please click the link:  
[www.nrwinvest.com/en/nrw-as-location/this-speaks-well-for-nrw/](http://www.nrwinvest.com/en/nrw-as-location/this-speaks-well-for-nrw/)

## 关于我们

德国北威州生物产业集群管理公司 (BIO Clustermanagement NRW GmbH, 以下简称BIO CM), 致力于通过各种方式以国际化水平支持您的生命科学业务运营。我们的德国和中国专家将为您带来更专业的服务。

如果您想了解关于北威州和北威州生命科学产业的信息, 请点击链接:  
[www.nrwinvestchina.cn/](http://www.nrwinvestchina.cn/)





## FINANCING

### 1. Out-licensing of cutting-edge German technology

We assist in the international out-licensing of advanced technology and products from Germany, especially North Rhine-Westphalia (NRW), developed by life science-related industries, such as biotechnology, pharmaceuticals, bioeconomy and digital health.

For example, we assisted in the setting up of a subsidiary in Hyderabad/India.

### 2. Early-stage and middle-stage equity investment in innovative German companies

We help innovative German start-ups and small enterprises at different stages to seek equity investment from international institutions and investors. One of our companies we supported, NUMAFERM, won the “Start me up Award 2018” run by business journal BILANZ.

### 3. Capital injection for going abroad

We help source capital injections from state development banks, high-technology parks, development zones, related funds, and local governments for companies wishing to enter foreign markets, e.g. China.

## 协助投资德国生命科学产业

### 1. 获得尖端德国技术的授权许可

我们可协助您获得德国特别是北莱茵-威斯特法伦州 (North Rhine-Westphalia State, 以下简称北威州或NRW) 先进技术和产品国际授权许可。北威州具有发达的生物技术, 制药, 生物经济和数字健康等与生命科学相关的产业。例如, 我们曾协助公司在印度海德拉巴设立子公司。

### 2. 对德国创新型公司的早期和中期股权投资

我们在帮助处于各发展阶段的德国初创企业和小型企业吸引国际机构和投资者的同时, 为您筛选具备发展潜力的企业并进行早期和中期股权投资。例如, 我们协助过的一家名为NUMAFERM的公司在2018年赢得商业杂志BILANZ颁发的“创新启动奖”(Start me up Award 2018)。

### 3. 境外注资

我们协助进军海外市场的公司寻求国家开发银行, 高科技园区, 开发区, 基金会和地方政府的注资。

## BUSINESS ANGELS / “THE CIRCLE” INVESTORS COMMUNITY

### 1. Startups4eu: Digital matchmaking platform for life science start-ups

The [www.startups4.eu](http://www.startups4.eu) online platform offers access to private and venture capital for life science start-ups and SMEs (small and medium-sized enterprises) – and at the same time gives investors a convenient tool with which to screen innovative young life science enterprises seeking finance in the EU, particularly Germany. To date, 70 EU companies and 35 investors have registered on [startups4.eu](http://startups4.eu). Attract the attention of a large investor community and get invited to a face-to-face meeting!

### 2. BIO.NRW Business Angel Circle Meeting “THE CIRCLE”

Business angel “Circle” meetings are held five to six times a year in Düsseldorf, Germany. They give companies (or start-up projects) an opportunity to present their business idea, company status and financial requirements in face-to-face meetings. The audience comprises private investors, family offices, representatives of state development banks and of venture, corporate capital and public funds. Over more than a decade, almost 150 start-ups, founders as well as small and medium-sized companies have presented their ideas in a confidential environment. Roughly 15% were able to convince investors and secure funding.

### 3. BIO.NRW Business Angel Congress

The “International BIO.NRW Business Angel Congress” (BAC), held annually at the beginning of March since 2010, gives the international investor community and representatives of life science companies (i.e. management, founders, business directors, CFOs, etc.) a forum for personal introductions, meetings and exchange of current information on life science financing and regulatory aspects.

## 商业天使/ “THE CIRCLE” 投资者社区

### 1. Startups4eu在线平台: 专为生命科学初创企业而设的数字对接平台

[www.startups4.eu](http://www.startups4.eu)在线平台为生命科学初创企业和中小企业提供私人资本和风险资本的渠道, 同时为投资者提供便捷渠道, 用以筛选在欧盟特别是德国寻求融资渠道的生命科学初创企业。迄今为止, 该平台已吸引了大批投资者群体的关注, 有70家欧盟公司, 35家投资机构和其他投资者在[startups4.eu](http://startups4.eu)上注册。此外, 平台还会举办“THE CIRCLE”商业天使圈圆桌会议, 给投资双方提供面对面的沟通渠道。

### 2. BIO.NRW商业天使圈圆桌会议“THE CIRCLE”

商业天使圈圆桌会议“THE CIRCLE”每年在德国杜塞尔多夫举行五到六次。该会议为公司(或初创项目)提供了与投资人面对面谈话以展示业务理念, 经营状况和财务需求的机会。与会者包括私人投资者, 家族办公室, 以及国家开发银行, 风险投资, 公司资本和公共基金的代表。十多年来, 近150家初创型和中小型公司的创始人在这样一个相对保密的环境中提出了他们的想法, 他们中有15%的人获得投资者信赖并取得资金支持。

### 3. BIO.NRW商业天使大会

自2010年以来, 每年三月初举行的“BIO.NRW商业天使大会”(BIO.NRW Business Angel Congress, 简称BAC) 为生命科学公司的代表和国际投资者提供了交流的论坛。在这个国际性会议中, 生命科学公司的代表们展示他们公司的品牌价值和创新理念, 国际投资者从中物色符合投资需求的公司, 他们借此平台交流学习, 并就生命科学融资和监管方面交换意见。







## CONGRESSES/WORKSHOPS

### 1. Events

We organize events of various kinds. Whether hosting the BIO-Europe conference in Düsseldorf (2011) and Cologne (2015) with about 4,500 attendees, the German Biotech Days in 2016 in Cologne (over 900 participants) or dedicated workshops and specialized meetings with 30-50 experts. We take care of the program and also of the entire events logistics.

### 2. Joint exhibition stands at international exhibitions

We organize and coordinate the participation of innovative life science companies on NRW's joint exhibition stand at international exhibitions or trade fairs, such as the BIO International Convention, BIO China Partnering Forum or BIO-Europe. This service was launched in 2011 and we have since assisted a total of 150 German life science companies.

## PR, MARKETING & WEBSITES

BIO CM can plan, implement, and handle your advertising (digital, web, print) and give your activities or company a "face". We offer identification of event location and marketing for the respective region.

## 会议/研讨会

### 1. 活动项目

我们组织各种类型的活动，大型活动如2011年在杜塞尔多夫和2015年在科隆举办的“BIO-Europe”欧洲论坛，共有约4,500名参加者；2016年在科隆举办的德国生物技术日活动，我们接待超过900名与会者；小型会议如邀请30至50名专家共同参与的专业研讨会。在这些项目活动中，我们负责整体筹备和各方接洽。

### 2. 在国际展览会上联合展览

我们组织和协调北威州生命科学公司参与到国际展览和国际贸易交易会中，包括BIO International Convention, BIO China Partnering Forum和BIO-Europe。该服务项目于2011年启动，至今已协助了150家德国生命科学公司参与到国际性展览中。

## 公关, 市场营销和网站建设

我们可以很好地包装您的活动和公司，包括设计广告和网页，设计印刷宣传单，让活动推广和公司宣传更加深入人心。同时，我们还可以为不同地区的活动地点和市场营销提供个性化方案。





## JÜLICH RESEARCH CENTRE

We conduct research that addresses the challenges of a digitalized society, a climate-friendly energy system, and resource-conserving economic activity.

We combine the natural and technical sciences using high-performance computing and contribute to solving major social challenges in the fields of information, energy, and bioeconomy.

## 于利希研究中心

我们致力于解决数字化社会、气候友好型能源系统以及资源节约型经济活动所带来的挑战。

通过使用高性能计算技术我们将自然科学和技术科学紧密的结合起来，为社会的在信息、能源和生物经济以及信息技术三个领域面临的巨大挑战提供全面的解决方案。



**Forschungszentrum Jülich GmbH**

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德国北莱茵 - 威斯特法伦州经济、创新、数字化及能源部部长安德雷亚斯·品克瓦特 (Andreas Pinkwart) 博士教授在2019年世界医学论坛MEDICA为BIO CM致辞

## BUSINESS WITH CHINA

### 1. Multi-language support: English, German, Chinese (Mandarin, Cantonese, Teochew)

Our team of native speakers (German and Chinese (including Mandarin, Cantonese, Teochew)) are also proficient in business English. We can provide you with various forms of language support, depending on the business occasion.

### 2. Cross-culture business communication and negotiation support

Differences in cultural background, business culture and language abilities impede business communication between German and Chinese interlocutors. The Chinese colleagues in our team are at your disposal to help with communication and negotiations with Chinese partners, clients or lawyers (IP, patents), for example.

### 3. Organization and coordination of delegation visits

We design itineraries for delegations wishing to go overseas (Asian countries, mainly China) for different business purposes and dispatch our Chinese staff to organize and coordinate the entire visit. We have led delegations to five main provinces in China on more than 10 occasions.

### 4. Validation of international partners' credit rating

Using various reliable sources of information, we validate the credit rating of your potential Chinese or German partners or clients.

### 5. Matchmaking of business and academic partners

We help you to screen and identify academic or business partners through our network and support matchmaking between you and your potential partners in Asia and Europe.

## 与中国的业务

### 1. 多国语言支持: 英语, 德语, 中文 (普通话, 广东话, 潮州话)

我们的德语和中文 (包括普通话, 广东话, 潮州话) 母语者也精通商务英语。根据业务场合, 我们可以为您提供各种形式的语言支持。

### 2. 跨文化商务交流与业务谈判

中德商务交流中, 双方往往受到文化背景, 商业语境和语言差异的阻碍。我们团队的中国同事在这方面可以随时帮助您, 以便您更好地与德国合作伙伴客户进行有效沟通和谈判。另外, 我们可以协助您解决技术国际合作常出现的知识产权和专利法律问题。

### 3. 组织和协调代表团访问

根据不同的商业目的, 我们为希望前往德国 (主要是北威州) 的代表团设计相应的行程, 并派遣中国籍工作人员全程进行组织和协调。

### 4. 对国际伙伴的信用评级认证

我们将利用各种可靠的信息来源, 以确定您潜在的德国合作伙伴客户的信用等级。

### 5. 配对商业合作和学术研究伙伴

我们通过自身的关系网络帮助您筛选和确定学术研究或商业合作的伙伴, 并为您与您在欧洲潜在的合作伙伴提供配对支持。





WE COVER THE FOLLOWING MARKETS:

- / **By country/area:** USA, EU, China, Japan, India
- / **By sector:** Biotechnology, pharmaceuticals, bioeconomy, digital health
- / **By impact:** Cyber security

现在我们业务市场情况如下:

- / **业务范围:** 我们的业务目前分布于美国, 欧盟, 中国, 日本以及印度
- / **业务内容:** 我们的业务揽括生物技术, 制药, 生物经济, 数字健康。
- / **其他业务:** 我们也提供生命科学供应链中的网络安全支持。

Hangzhou, located in the southeast coastland of China, is the second largest city in the Yangtze river delta area which is China's largest economic circle, covering an area of 16,800 square kilometers with population over 10 million, boasting as the most populous city with "China top 500 private enterprises" such as Alibaba Group, Geely Holding Group, etc., holding the G20 summit in 2016 and will host the Asian Games in 2022.

Hangzhou Qiantang New Area (HQNA) is located in the east of Hangzhou, covering an area of 531 square kilometers with population over 1 million. It is 10km away from Railway Station, 15km from International Airport, and 50 minutes to Shanghai by high-speed railway. As the core area of life science industry in Hangzhou, HQNA has gathered over 1000 life science enterprises including Pfizer, Merck, Eli Lilly, Gilead, Bayer, Abbott and Johnson & Johnson. Its total industry output value reaches 35 billion Yuan (5 billion Euro) in 2019, accounting for 50% of Hangzhou's. HQNA has established special fund, special policy and special platform to support life science industry.

CONTACT:

Website: <http://qt.hangzhou.gov.cn/>  
Email: [frankmydf@hotmail.com](mailto:frankmydf@hotmail.com)

Hangzhou Qiantang New Area - BIO.CM's Partner



杭州位于中国东南沿海, 是中国最大经济圈——长江三角洲地区重要的第二大中心城市, 市域面积1.68万平方公里, 人口1036万, 也是“中国民营企业500强”最多的城市(阿里巴巴集团, 吉利控股集团等), 于2016年举办了G20峰会, 2022年将举办亚运会。

杭州钱塘新区位于杭州东部, 区域面积531平方公里, 人口106万, 距杭州火车东站10公里, 距杭州萧山国际机场15公里, 50分钟直达上海。钱塘新区是杭州市生命科学产业的核心区, 已集聚各类生命科学企业1000家以上, 包括辉瑞, 默沙东, 礼来, 吉利德, 拜耳, 雅培, 强生等, 产值规模350亿元, 占杭州市比重达50%。园区设立生命科学产业专项基金, 专项政策和专项孵化平台以支持产业发展。

联系方式:

网站: <http://qt.hangzhou.gov.cn/>  
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杭州钱塘新区-BIO.CM的合作伙伴



### / Hotspot research and analysis

We provide customized studies which analyse and validate hotspots of a life science-related enterprises in specific countries or regions, including an analysis of the political, ecological, economic and innovation environment. For example, we conducted a strategic analysis entitled "German SMEs Innovative Cooperation and Market Access in the Life Science Industry of East Asia, ASEAN-5 and India" for the Federal State Government of North Rhine-Westphalia.

### / Market research, market entry studies, industry search and analysis in life sciences

If you are about to enter a new international market such as China or wish to learn more about new markets in which you are interested, we can provide you with market entry studies tailored to your requirements, for example, reports on potential competitors and partners, market access rules, industry profiles and development potential, government support policies, practical business information (industry exhibitions, etc.). For example, within ChInValue, a project of Germany's Federal Ministry of Education and Research, we conducted studies for six SMEs.

### / Foreign subsidies

We explore which subsidies companies can obtain in countries outside Germany and provide and support the market entry.

### / Interpretation of latest regulations and policies

Each country has its own regulations and policies. We help you to understand the latest regulations and policies of foreign countries (e.g. China) relevant for your business and translate them into concise and comprehensible language.

### / Confidential matchmaking with investor companies

We conduct a preliminary survey of potential Asian investment institutions and investors suitable for your company's interests, projects and products.

### / Spin-offs

We play an instrumental role in establishing "your" spin-off, as we did, for example, with Qithera GmbH, Düsseldorf.

### / 热点研究与分析

我们根据客户个性化需要定制研究内容, 调查并分析特定国家或地区生命科学相关企业的热点, 包括对政治, 生态, 经济和创新环境的分析。例如, 我们根据北威州联邦政府的需要, 开展了题为“德国中小企业在东亚3国, 东盟5国和印度生命科学产业中的创新合作和市场准入”的战略分析研究。

### / 生命科学领域的市场研究, 市场准入研究, 行业调查分析

如果您计划进军德国等欧盟市场, 或希望了解更多感兴趣的新市场, 我们可以提供相应的市场准入研究报告。例如, 潜在竞争对手和合作伙伴分析, 市场运行规则, 行业概况, 发展潜力分析, 政府支持政策, 对您有利的商业信息例如工业展览信息清单等。例如, 我们一个隶属于德国联邦教育研究部的项目ChInValue曾为六家德国中小企业进行了调查研究。

### / 海外补贴调查

我们可以为您推荐欧盟国家(德国)的海外补贴方案, 并帮助您有效进入该市场, 以提高您的海外投资效率, 降低海外投资成本。

### / 最新法规政策解释

众所周知, 每个国家都有自己的市场规章和政策。我们会帮助您了解业务相关的欧盟(如德国)的最新法规和政策, 并作简明易懂的解读。

### / 投融资双方的私下会晤

我们可根据贵公司的利益, 项目和产品进行初步调查, 筛选适合您的, 具备发展潜力的德国公司并安排双方会晤。

### / 分拆机构

我们在协助企业建立分拆机构方面也有丰富的实战经验, 例如, 我们与德国杜塞尔多夫奇瑟拉有限公司(Qithera GmbH)的合作。



### / ChInValue project within the program of the Federal Ministry of Education and Research

In 2017, BIO Clustermanagement NRW GmbH, in cooperation with BIO.NRW, was granted the project "Internationalization of leading-edge clusters, future projects and comparable networks" by Germany's Federal Ministry of Education and Research (BMBF) as THE NETWORK with China and the only life science network.

### / Public funding evaluation and applications, project coordination

We use our existing network and information library to search for project funding for you. We also provide corresponding application and coordination services.  
([https://www.bio.nrw.de/wp-content/uploads/2019/11/F\\_Broschur\\_Foerdermittel\\_2019\\_engl\\_low.pdf](https://www.bio.nrw.de/wp-content/uploads/2019/11/F_Broschur_Foerdermittel_2019_engl_low.pdf))

### / 德国联邦政府教育研究部的ChInValue项目








2017年, 我司与BIO.NRW合作开发ChInValue项目, 旨在构建中国-北威州创新生命科学价值链, 该项目是德国联邦教育研究部(BMBF)“前沿集群, 未来项目和可比网络的国际化”项目资金受益者之一。ChInValue是该项目中唯一一个专注于以生命科学集群网络为主题, 并以中国为伙伴国的子项目。

### / 公共资金评估使用及项目协调

我们可利用现有的关系网络和资源数据库为您寻找公共项目资金, 并提供相应的资金使用和协调服务。

([https://www.bio.nrw.de/wp-content/uploads/2019/11/F\\_Broschur\\_Foerdermittel\\_2019\\_engl\\_low.pdf](https://www.bio.nrw.de/wp-content/uploads/2019/11/F_Broschur_Foerdermittel_2019_engl_low.pdf))



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