



Empowering
the Sino-European
Start-up Ecosystem
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PRESS RELEASE

ITALIAN SCALE-UP INITIATIVE IN CHINA 2017: THE FINAL PHASE

An entire week in China for ISIC's finalist, the disruption will be from 18th to 22nd of September 2017.

Beijing, 18 September 2017 – The Italian Scale-Up Initiative in China, a pioneer project organised by **Tech Silu**, **China-Italy Chamber of Commerce** and **ThinkIN China**, has almost reach the peak that is the springboard for Italian startups towards China. ISIC is where Tech Italian Scale-Ups meet Key Chinese Stakeholders to succeed together. The initiative started in April with a call for Italian innovative startups which are interested in expanding their business to China, and proceeded with two selection phases: the first screening of more than 50 applicants was made by the Selection Committee, composed by a member of each organizer; secondly, ISIC2017 Judging Panel, composed by nine relevant Chinese investors, and key stakeholders, selected the best 10 scale-ups.

D-Orbit, **Tok.tv** and **X-Next** are the winners of **ISIC2017**, chosen to foster their disruptive technologies into the Chinese market.

Some leading figures of the Chinese and Italian startup ecosystem, joined ISIC2017 as main partners and sponsors: **Zhongguancun Innoway**, the innovation and startup hub of Beijing, as Chinese partner, hosting the pitching event on the 18th September; **Etihad Airways**, as airline sponsor; **Caixin Global** and **StartupBusiness** as media partners.

The cooperation of these key actors made possible the set-up of the final part of ISIC: it will begin on **18th September** with the event at Zhongguancun Innoway. During the event, the Best3 scale-ups will do their pitching in front of investors and will undertake 1:1 meetings with the ones interested in them.

A series of strategic business meetings will follow throughout the week: the CEOs of D-Orbit, X-Next and Tok.tv will meet some of the most important funds and key players that would be the first step to a success entrance into the Chinese Market.

The journey will end on **22nd September** with the Ceremony Awards at the Embassy of Italy in China, Beijing, where the scale-ups will receive their prizes, but it will be also a relevant moment for an insightful networking with Italian business community and experts, as well as with Chinese investors and stakeholders.

This year, thanks to ISIC2017, the Italian tech will take part to the official event of Chinese Government: **the science and entrepreneurship week of Zhongguancun**. The goal of the organizers is to provide the scale-ups a concrete opportunity to explore the potential of the Chinese market, boosting the Sino-Italian startup ecosystem.

Luca Rossetini, CEO of D-Orbit, explains why this experience is so important during their expansion phase: *“One of the most important market, that will dominate the next decade is Asia. China is not just an opportunity to grow our business but also the best from where positioning our unique technology worldwide. I feel privilege to have the opportunity to visit this country in the next days.”*



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thinkINchina
TALKS - IDEAS - COMMUNITY

The China-Italy Chamber of Commerce (CICC) is the only business organization recognised by both the Italian Government (MiSE) and People's Republic of China (MoCA) that aims to boost the internationalization and settlement of Italian business and to promote the "Made in Italy" in the PRC.

Tech Silu is an international Association which operates at the highest institutional levels and on the investment markets promoting the development of the Italian startup ecosystem.

ThinkINChina is a living community organizing monthly public discussions with renowned Chinese scholars, academic workshops and social events.

PARTNERS:



Inno Way has achieved remarkable construction results. So far, it is home to a total of 40 incubators, investment organizations and other innovation and entrepreneurship service agencies and relevant enterprises and 1,791 incubated startups, among which 600 are incubated in Inno Way.

SPONSOR:

Inaugurating its first flight in March 2008 to the capital city of China, **Etihad Airways** currently operates 28 international flights weekly to four major markets in Greater China. It operates daily flights from Abu Dhabi to Milan and Rome respectively with Airbus A330 family, offering nearly 8,000 seats per week between Abu Dhabi and Italy.



MEDIA:



Startupbusiness is the first Italian network+info,tools,videos, opportunities for startups and innovators.



Caixin is a must-read for understanding China's financial and business world, with multimedia products that integrate news, opinion and analysis. It offers high-quality content from an objective and professional perspective, and serves elite audiences in political, financial, business and academic circles.

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