

ISIC2017: TAKE THE CHALLENGE AND BREAK DOWN BARRIERS IN CHINA!

ITALIAN SCALE-UP INITIATIVE IN CHINA 2017

Milan, 10th April 2017 - ISIC2017, at its first edition, is a pioneer project that aims to **develop concrete opportunities for vetted Italian Startups** to succeed in China.

In the frame of, and in synergy with, increasing **cross-border and soft-landing programs**, it has the potential to serve as a **breakthrough in Sino-Italian startup integration**, as well as in the broader framework of international development.

Tech Silu, with the cooperation of the **China-Italy Chamber of Commerce** and **ThinkIN China**, aims to **empower the Sino-Italian ecosystem** by developing a **matchmaking model** between **Italian startups** and **key stakeholders** from the **Chinese innovative Ecosystem** to create **scaling-up opportunities** for Italian innovative companies in China.

The Startups will be vetted by a *Selection Committee* not only analyzing their Business Models but also their **potential and matching the needs of the Chinese market**. Afterward, they will be screened by a *Judging Panel* composed of **key players of the Chinese Startup Ecosystem**. During the *matchmaking phase*, the Panel will select 10 Startups to enter the *Chinese Virtualisation* phase, in which the ISIC organizers will help the startups to remotely boost their **Chinese market and connections**.

The Startups which obtained concrete results will not only have the chance to share their achievements to the public but also gain additional resources to foster their development in China.

ISIC2017 focuses on sectors that are at the intersection of **Italian excellencies** and **Chinese strategic demands**, such as:

FoodTech & AgriTech; FashionTech & Design; Life science & HealthTech; GreenTech & New Energies; Smart Manufacturing & Robotics; Smart Cities/Buildings & Home; IoT and New Materials; AI & Machine Learning.

Startup with **proven business models**, B2B or B2C easily **convertible into B2B** for the Chinese market, will be preferred.

For a successful submission, all applicants must apply from **Monday 10th April** up until **Monday 24th April** (23:59 CEST), on [F6S/ISIC2017](#) including a list of documents listed in the **attached “Competition Description and Regulations”**.

Are you ready to take scale up in China? Find it out through ISIC2017!

more info at: hello@techsilu.com

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