



Embassy of Italy Beijing Science and Technology Office

Book Presentation



Italian Institute of Culture, Beijing, September 12th, 2012

The latest XI and XII Five-Years Plans emphasize technological innovation as a key driver of China's transition towards a more sustainable growth model, based on value-added manufacturing, the development of the internal market and an increasing reliance on domestic innovation.

Technological entrepreneurship, by means of which new technologies are brought to the market, proves beneficial for Country's industrial upgrading, creation of qualified jobs, international competitiveness and, ultimately, to foster its brand new growth model and ambitions.

With the aim to give the international audience a closer look on this phenomenon, *Technological Entrepreneurship in China* assembles the contributions of Chinese and European authors to describe the contexts in which Chinese technological entrepreneurship happens, the key players involved, the forces at play and their interplay, the practices of pioneer and emerging Chinese technology-based enterprises, and reflect as well on the existence, nature and persistence of a Chinese way to technological entrepreneurship.

The presentation of the book will be a chance to deepen these topics and question, debate and network with the authors of the book, coming from both and European universities and research institutions.

Agenda:

14.30 Welcome Address

Plinio Innocenzi, Counsellor for Science and Technology, Embassy of Italy, Beijing

14.40 Introduction: A glance in technological entrepreneurship in China

Claudio Petti (Editor), University of Salento

15.00 Round Table: Technological Entrepreneurship with Chinese Characteristics

Authors Attending:

Ulrike TAGSCHERER, Fraunhofer ISI & CAS-Institute of Policy Management

LUO Xin, Beijing Research Center for Science of Science

Marco ANDREOZZI, Pegaso Canton Ltd.

WU Yajun, Peking University

WAN Yan, Beijing University of Post & Telecommunications

ZHANG Shujun, Sun Yat-Sen University

15.45 Discussion

16.15 Concluding Remarks

Giuseppe Rao,

Counsellor for Industrial and Technological Innovation, Embassy of Italy, Beijing

Coffee and Networking