

CREATIVE INDUSTRY INCUBATOR

INTRODUCTION

The Chinese government has appointed Shanghai as the Creative Capital of China. Due to the rapid growth of the Chinese economy and homeland market the creative industry is booming. To establish better brands and add more value to traditional manufacturing, China is developing from Made in China to Created in China. Because of limited budgets and unfamiliarity with the new business culture it is often not easy for small and medium sized enterprises to start successfully. For this reason the special incubator platform for the Dutch creative industry was set up in 2010.

The incubator program and its primary base in Shanghai offer a stimulating creative business environment. The special mix of the shared facilities, the event program, the pool of local experts, embedded participants and the incubator support team make it a very effective environment to start your creative business in China. The incubator is also an incubator in itself: over time it is collecting the business experiences gained by its participants to make this into a very useful information resource for newcomers.

APPLICATION

If you are interested to join the incubator program, please fill out the questionnaire below. All submitted information is kept strictly confidential. After the application form has been accepted you will receive further information about the selection procedure. For this you will have to submit additional business documentation, such as a business plan and proof of registration at the Chamber of Commerce.

The selection of participants will be thoroughly to improve the chance for their success. A clear balance will be pursued among the group of incubator participants, so they can benefit from each other and do not become direct competitors. Factors that will be considered by the selection committee for final acceptance to the program are:

Experience & expertise	Company profile
• Project portfolio (China)	• Turnover last two years
• Existing Chinese business leads	• Bank guaranty
• Recommendation letter	• Years in business
• Team composition	• Number of customers
• CV 's of team members	• Business focus

Objectives in China	Mindset
• Fields of interest Chinese market	• Share knowledge and experience
• Investment capital	• Passion
• Employees in Chinese company	• Motivation
• Targets	• Fulltime dedication
• Business plan	• Attendance 4 to 5 days a week
• Financial planning	• Contribute actively to the program

Join now and make use of all the shared benefits and creative resources!



APPLICATION FORM

Company information

Company name

Postal address:

Telephone:

Fax

Mobile:

E-mail

Website

Additional company information

Established:

No. Employees:

Turnover in 2008

Turnover in 2007

Personal information contact person
Name:

Present position:

Date of birth:

Gender:

Nationality:

Languages

English excellent good fair poor

Chinese excellent good fair poor

Dutch excellent good fair poor

Other languages

We have a long term plan to establish in China (min. 3 years)

Yes No

The main focus in China will be:

Architecture design

Urban planning design

Landscape design

Interior design

Graphic design

Product design

Multimedia design

Fashion design

Furniture design

Visual design

We plan to establish in China as:

Joint venture

Wholly foreign owned enterprise

Representative office

Hong Kong Limited

Non profit organization

Other



What is the main service or product of your company for international cooperation?

.....

Which organizations in China do you want to establish cooperation with?

.....

Please give further details about your business plan in China:

.....

Did your company work in China before?

Yes No

Previous projects in China:

Project 1:

Date:

Status:

Description:

Project 2:

Date:

Status:

Description:

Project 3:

Date:

Status:

Description:

Main clients / client characteristics:

.....

Objectives in China:

Regarding the first year:

Regarding turnover:

Regarding number of projects:

Other:

Summarize the present international cooperation with China?

.....

What are your plans in China? (More than one answer may be given)

Find Chinese customers / clients

Export

Find a distributor

Find (a) partner(s)

Improve understanding of the market

Establish a branch/ representative

Outsourcing to local manufacturers

Build up and extend my international network

Be closer to Chinese customers

Develop new products with local designers

Marketing purposes outside China

Other,

What kind of facilities would you like to use?

- o Office space (desk)
- o Desktop computer
- o High speed Internet
- o Wireless internet
- o Telephone (landline)
- o Large meeting room (7-12 people)
- o Small meeting room (1-6 people)
- o Copy/print/fax/scan
- o Coffee machine
- o Canteen facilities
- o Snack vending machine
- o Model making area
- o Library with design books
- o Front desk with receptionist
- o 24/7/365 access with fingerprint
- o Storage lockers
- o Telephone conferencing
- o Video conferencing
- o Stationary and office supplies
- o Car parking

What kind of services would you like to use?

- o Accounting and book keeping assistance
- o Airport pick up
- o Business license registration
- o Catering service
- o Courier Service
- o Daily cleaning service
- o Dry cleaning
- o Event management
- o Financial support (banks/venture capitalists)
- o Government communication support
- o Import / export shipping
- o IT helpdesk
- o Legal advice
- o Market research
- o Public relations support
- o Multilingual secretarial service
- o Personal assistant (Creative Buddy)
- o Personalized phone answering
- o Postal mail, fax and phone handling
- o Production of promotional materials or namecards
- o Translation service
- o VIP Limousine Service
- o Virtual office

What kind of publicity support would you like to use?

- o Representation on fairs
- o Website promotion
- o Advertising in printed media
- o Media representative / agent



What kind of financial support would you like to get?

- (Start up) loans
- Investment (shareholders)
- Subsidy

How will you use your workspace in Shanghai?

- Meet with (potential) clients
- Work on projects (together)
- Display new products
- Sell products
- Socialize with other designers
- Organize activities (like workshop, lecture, etc.)

In what kind of activities you would like to participate?

- Network events
- Workshops
- Training (about for example IPR in China, intercultural management etc)
- Business fairs
- Exhibitions
- Match making

What kind of professionals would you like to hire or consult?

- Accountant
- Notary
- Business coach
- Personal assistant
- Translator
- Lawyer
- IT professional
- Graphic designer
- CAD drafter
- Model maker
- 3D rendering specialist
- Construction advisor
- Other,

What are the key reasons for your company to develop business in China?

.....

How many office desks do you need?

.....

How many people will work at your Chinese office?

.....

How many local employees are you planning to hire (if so)?

.....

How many people from your Dutch entity will move to China?

.....

Are you willing to share facilities with other creative companies?

.....



Additional remarks: (max. 200 words)

.....

We plan to start in the Dutch Design Workspace:

within 3-6 months from now

within one year from now

on

SIGNATURE

Hereby we apply for the creative industry incubator;

DATE

NAME

PLACE

SIGNATURE

ADDITIONAL INFORMATION

Privacy Policy Statement

All information will be kept strictly confidential. It is the policy of the Dutch Design Workspace and FAR architecture and design center to safeguard all information provided by participants. Once we have obtained information data from the participant, they will be maintained securely in our system. Only the authorized staff, who has been properly trained, will be permitted to access to such data, and we shall not release such data to any external parties without customer's agreement. We shall make our best endeavors to ensure that the privacy of participants is properly protected. Should participants have any queries about our privacy policy and practice, please contact us.

Personal Information Collection Statement

The information collected from you will be used for the purpose of processing your enquiry or services applications. We will not disclose your information to any other party in a form that would identify you. You have the right to request access to and correction of information about you held by us; and in any case, you wish to access or correct your personal data held by us, please contact us.

Please send this form:

by email to:

info@dutchdesignworkspace.com

by post to:

Dutch Design Workspace

600 Shanxi Bei Lu

Floor 3 Block 3

200041 Shanghai China

For more information, please contact us by telephone (+86-21-61325005) directly.

We look forward to hear from you!