



Empowering  
the Sino-European  
Start-up Ecosystem  
汇聚中欧资源·开辟创业新路

## 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, 17 September 2017 – The Italian Scale-up Initiative in China (ISIC), a pioneer project organised by **Tech Silu**, **China-Italy Chamber of Commerce** and **ThinkIN China**, is about to reach the peak that will act as the springboard for Italian startups towards China. ISIC is where Tech Italian Scale-Ups meet Key Chinese Stakeholders to succeed together.

The initiative begun in April with a call for Italian innovative startups interested in expanding their business to China, and reached a key milestone after two selection phases: more than 50 applicants were screened by a Selection Committee, made by a member of each of the organisers; the resulting best 10 scale-ups were reviewed by the ISIC2017 Judging Panel, composed by nine of the most relevant Chinese investors, and key stakeholders.

**D-Orbit**, **Tok.tv** and **X-Next** resulted as 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 18<sup>th</sup> September; **Etihad Airways**, as airline sponsor; **Caixin Globus** and **StartupBusiness** as media partners.

These key actors made possible the set-up of the final stint of ISIC2017: its program will begin on the **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 several players of the Chinese financial market.

The week will continue with a series of strategic follow-up meetings between the CEOs of D-Orbit, X-Next, Tok.tv and several relevant members of the Chinese VC and tech communities to spearhead a successful landing into the Chinese Market.

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

Thanks to ISIC2017, for the first time the Italian tech ecosystem will be a central part to the official Innovation event of the Chinese Government: **The National Mass Entrepreneurship and Innovation Week**. The goal of the organisers is to provide the scale-ups a concrete opportunity to explore the potential of the Chinese market, boosting the Sino-Italian startup ecosystem, while contributing in shaping the Italian image into the Asian Country.

Luca Rossettini, 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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**The China-Italy Chamber of Commerce** (CICC) is the only business organisation recognised by both the Italian Government (MiSE) and People's Republic of China (MoCA) that aims to boost the internationalisation 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 several investment markets for deploying synergies between European and Asian startup ecosystem.

**ThinkIN China** is a living community organising monthly public discussions with renowned Chinese scholars, academic workshops and social events.

**PARTNER:**



**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 PARTNERS:**



**Startupbusiness** is the first Italian network for informations, tools, videos and 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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