

## **Shaping Innovation together -**

German-Chinese Start-up Exchange

Memorandum of Understanding between UnternehmerTUM and Tsinghua x-lab in Beijing, signed at the 8th German-Chinese Forum for economic and technological Collaboration.

**Garching/Munich, 14.06.2016. Yesterday in Beijing, as part of the German-Chinese collaboration framework, representatives of the leading Entrepreneurship Centers in China and Germany signed a joint Memorandum of Understanding on collaboration between German and Chinese start-ups.**

**Dr. Helmut Schönenberger, CEO of UnternehmerTUM, Center for Innovation and Business Creation at Technische Universität München and Professor Qian Yingyi, Dean of the School of Economics and Management at Tsinghua University in Beijing and representative of the Entrepreneurship Center x-lab at Tsinghua University, agreed on measures for mutual support in the internationalization of high-tech-start-ups.**

For start-ups, too, globalization and digitalization are opening a window of opportunity for growth – but to become internationally successful, they have to understand different customer needs in different markets at an early stage and integrate them into their products and services.

„The German-Chinese bridge is very important for us and for the founders and start-ups in our field, and we are very glad that the German-Chinese exchange is also being driven on the foundation level. We are happy to realize projects with excellent partners like x-lab and Tsinghua University, and hope to further strengthen

collaboration between German and Chinese founders and start-ups in the future”, said Dr. Helmut Schönenberger, CEO of UnternehmerTUM, at the signing ceremony.

The goal of the exchange is to support young and promising high-tech-start-ups from universities with their market entry into other countries, in order to set up an innovation network made up of talented people, successful founders, established entrepreneurs and venture capitalists, and to initiate joint projects and investments. The intention is to enable at least ten high-tech start-ups to enter the market each year in China and Germany.

The first activities were already initiated in May of this year, when seven teams from Technische Universität München worked at x-lab in Beijing together with seven teams from Tsinghua University on products, the development of business models, and market-entry strategies for the relevant countries. The teams were also granted access to Chinese industrial firms and entrepreneurs. In October the same seven Chinese x-lab teams will be the guests of UnternehmerTUM in Munich. This approach to cooperation between high-tech start-ups from two of the leading entrepreneurship centres is so far unique.

The experience gained from this initiative can also be used by the Federal Ministry of Economics in the establishment of a national start-up initiative for East Asia.

## **Press Contact**

Sabine Hansky  
Head of Communication & Development  
UnternehmerTUM GmbH  
Tel +49 89-18 94 69-1311 | Fax +49 89-18 94 69-1199  
hansky@unternehmertum.de

## **UnternehmerTUM**

UnternehmerTUM, the Center for Innovation and Business Creation at Technische Universität München, was founded in 2002 by the entrepreneur Susanne Klatten, and has since provided support for international start-ups and established companies in the development of new products and services, launching successful businesses, market entry, and during the growth phase. With the help of intensive coaching and mentoring, the accelerator programme TechFounders prepares innovative high-tech start-ups over a period of 20 weeks for the first round of venture capital, initiating strategic collaborations with industry partners. MakerSpace, the high-tech workshop at UnternehmerTUM, covers an area of 1,500 square meters and offers a unique machine park for prototype construction and small-series production. The UnternehmerTUM fund offers capital for young technology companies with international market potential.

With more than 50 high-growth start-ups and over 1,000 participants in the qualification programmes every year, UnternehmerTUM is playing a leading role in Europe.

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