Advisory • Investment • Incubation

Open Innovation
Open innovation has been a fruitful practice for many multinationals over the years. While most MNCs practice open innovation primarily in their home markets, there is growing interest in extending the open innovation practice to China – the fastest-growing emerging market that is becoming very important for most MNC companies. In the meantime, China’s innovative ecosystem is developing and maturing, making it more attractive and more fruitful to practice open innovation in China. China’s innovation ecosystem consists of government policies, large number of returnees and home-grown capital, and the leveraging of credit. We help our clients to make informed strategies to drive new growth opportunities.

Our Mission
China Materialia LLC draws on its expertise and leverages our network to help create strategies to drive new growth opportunities. We help our clients to make informed business decisions from insightful and in-depth look at their industries and the technologies shaping them.

• Source innovation – value analysis of where to innovate and targeted identification of innovative technologies, products and business models
• Create partnerships – establish and manage partnerships with players best positioned to help each other to succeed
• Create partnerships – opportunity analysis and business planning to enter an ecosystem of companies, and
• Develop products that are an innovative idea or concept into winning products

Our Accomplishments
We passionately believe that innovations and business opportunities are global. China Materialia LLC is a Shanghai-based venture capital and professional consulting firm with innovation at its core. We manage an early-stage venture capital fund aimed at cross-border innovation flows – funding Western companies entering China as well as Chinese local start-up companies. We advise multinational companies on establishing and managing open innovation networks in China, on adapting western products to local market, and on strategies and business plan for entering Chinese market.

We believe that as China embarks on the path of restructuring its economy from manufacturing-driven to knowledge-driven, from export-driven to domestic consumption-driven, from low-cost to low-cost-high-quality, there will be more and more ingenious innovations that are of great interest to the world. At the same time, there are great opportunities for US and European companies with advanced technologies and products to open the China market on their own or partner with Chinese companies with commercial channels and financial resources.

Technology Scouting for your success in China

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Technology Scouting

In a world where technology and product knowledge has become globally distributed, companies must also look outside their R&D departments for sources of new technology and innovation. Technology scouting is an essential tool for any organization striving to achieve this. It is a search and implementation process that allows you to very efficiently find new technologies, often helping to answer those which may not otherwise be identified.

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The multiple advisory aspects and the investment arm of the firm are tied together by sharing a common technology database, a large industrial network, and an experienced professional team. We provide a one-stop system where large companies and small companies can interact easily, where finance meets the needs of companies, and where multinationals can work efficiently with local partners. We assist in the making of great companies, and in that process, we make great returns for our investors.

Contact
Tel: 86-21-5152 3611
Fax: 86-21-3532 2533
E-mail: info@chinamaterialia.com
Web: www.chinamaterialia.com
Add: 248 University Road, 15th floor, Yangpu District, Shanghai, CN 200433

Travelling the world, seeking the future