

CO-SOCIETY #34

ACCELERATED 創新 INNOVATION

MARCH 26, 2019

IN COLLABORATION WITH:



TusStar
启迪之星



ORGANIZED BY:



INSTITUTE
OF NEXT
BARCELONA

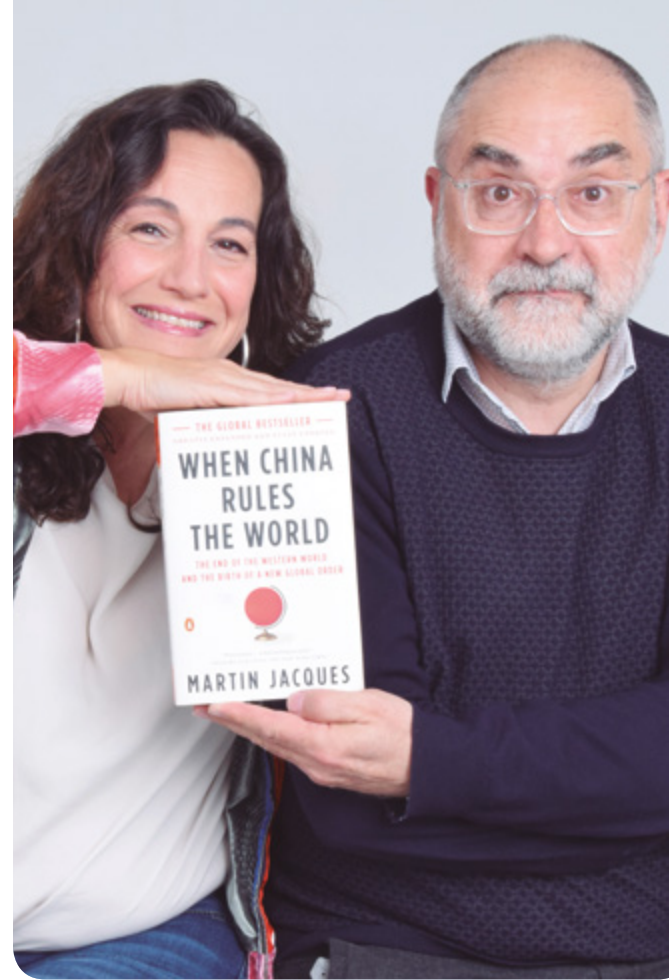


Accelerated innovation in China

The Institute of Next's team is very interested in China's accelerated innovation. We think that the "Made in China 2025" strategic plan will result in a significant paradigm shift in innovation, and we are encouraging the Barcelona S&T entrepreneurs to learn about the Chinese innovation ecosystem. We believe that we can build bridges between Barcelona and China.

China will greatly improve its innovation capability, make breakthroughs in major areas, and significantly increase its overall competitiveness beyond industrialization.

China will create an atmosphere that supports and fosters an entrepreneurial mindset, and will develop a skilled manufacturing talent pool.







ALFONS CORNELLA

With a degree in Theoretical Physics (University of Barcelona, Spain), Alfons Cornella holds an MS in Information Resources Management (Syracuse University, USA) and an MBA (ESADE Business School, Barcelona). He was a professor at ESADE Business School and now works as a counselor for innovation projects in China for ESADE, such as the Barcelona School of Curiosity.

He has published more than 30 books about innovation, management and education. His latest books are *Innovation*



China = Acceleration

Alfons Cornella pointed out that the acceleration process that China has experienced over the past decades is arguably unlike any other in the last two centuries.

Cornella shared some figures with the audience. China went from a per capita income (PCI) of \$195 in 1980 to a PCI of \$8,123 in 2016. Also since 1980, 600 million people have moved from rural areas to cities. Four of the world's leading resource banks (tier-1) are Chinese. Half of the Chinese population can now be considered middle-class. China's overall investment in R&D already exceeds that of the United States. China has gone from 856,000 university students in 1978 to 26 million students in 2015.

In particular, the Chinese Government's commitment to science, technology and innovation is materialized in its successive

medium- and long-term plans. Their goal is to transform China's economy into an innovation-based economy by 2020, and to be at the forefront of global scientific research by 2050. Some Chinese universities are already at the top of scientific production, such as Tsinghua University, which has rapidly risen in the rankings and is expected to reach first place in 2019 or 2020. The most important fields for public and private investment include (nano) materials, artificial intelligence, biochemistry, space exploration, and quantum computing and communication.

In addition, the development of the digital economy in China is highly impressive. Most



Manual and Education for Humans in a World of Smart Machines. 100 Ideas and Thoughts About the New Education Our Society Needs.

He is a well-known international speaker. Through his conferences and seminars on innovation, he personally transmits his ideas and experiences to about 10,000 people annually. He has managed more than 150 innovation projects, especially in the private sector.

He is a trusted professional in the science and technology sectors in Barcelona. He understands Sci&Tech and can identify market opportunities while respecting the value S&T contributes to our society.

of the population already carry out all their transactions via WeChat, so much so that some visitors complain that they cannot buy anything without this app. Most interactions and transactions in China take place via mobile phones. Moreover, Chinese giants like Alibaba are revolutionizing the rules of logistics and e-commerce.

Lastly, China's commitment to Africa shows its global ambition. There are already more than 10,000 Chinese companies established in Africa, and 85% of them are private. Many—if not most—of the infrastructure investments in Africa are of Chinese origin.





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HAN WEI

Han Wei is an associate professor at Tsinghua University, as well as the university collaboration director of Tus-Holdings Co. Ltd., vice general manager of TusStar Incubator and chairman and general manager of TusStar Incubator Shanghai. She is also deputy of the 12th National Women Congress, vice chairman of the Shanghai Industrial Innovation Association and deputy director of HLAB. Han Wei is highly engaged in the global strategy and cooperation development of TusStar. She has led the impressive global expansion of TusStar in more than 20 countries including the US, Italy, Malaysia, Canada, Thailand, the UK and now Spain.

TusStar, a warm incubator

Han Wei introduced to the audience the launch of the Barcelona TusStar office and the agreement with the Institute of Next to land in the city.

Tus-Holdings Co. Ltd. is a large integrated enterprise established on July 2000 in reliance on Tsinghua University. It takes full responsibility for developing, constructing, operating and managing the Tsinghua University Science Park (TusPark) Development Center, set up on August 1994. It is also one of the first National Demonstration Enterprises in the modern service industry.

Tus-Holding's radial network covers more than 50 cities and regions and has established international base groups for incubation

networks in the US, Hong Kong, South Korea and Russia, among others, becoming a new force of China's innovation system.

According to China's innovation-driven development strategy, Tus-Holdings actively serves the Chinese society as it is "committed to becoming a Chinese leader and a global model in the technological service industry".

Tus-Holdings works with the already existing service platform of technological innovation and entrepreneurship, the science park and the new



启迪控股 TUSHOLDINGS

TusPark

Financial Holding
of TusPark

Tsinghua
University
TusPark Institute
of Innovation
Research

Science and
Technology
Industry

TusPark
Education

TusPark
Hotel

TusPark
Media

TusPark,
Jiangsu

Unistock

TusPark House
Publishing



MÒNICA ALONSO

Mònica Alonso has a degree in Communication Sciences from the Autonomous University of Barcelona, an MS in Internet Searching and Competitive Intelligence from Barcelona's Pompeu Fabra University, and a Business Management Program from IESE Business School.

She was general manager at Ogilvy, TBWA and JWT, and has worked for clients like Nestlé, Adidas, Henkel, Unilever, Nissan, Barcelona City Council, Caixa-bank and Oxfam International, among many others. She led successful teams



urbanization construction platform as well as the financial asset management platform. The company has gradually built a multidimensional business structure that covers education, media and hotels, with Tus-S&T, TusPark, TusStar, Tus-Digital and Tus-Financial at its core.

Tus-Holdings has now become a vital force in China's new urbanization progress and is a comprehensively experienced technological service provider, showing great wisdom and integrated business capabilities.

With more than two decades of history, Tus-Holdings has accumulated a wealth of experience in the development and operation of university science parks and has established a high-caliber management team. The company actively promotes the organic interaction between innovative resources and the regional economy and has successfully built a nationwide innovation system with more than 300 innovation bases.

TUSSTAR & INSTITUTE OF NEXT'S AGREEMENT

Kimi Chen, manager of TusStar Barcelona, and Mònica Alonso, partner and CEO of the Institute of Next by Infonomia, signed the agreement between the two companies.

Lin Nan, consul general of the People's Republic of China in Barcelona; David Navarro, director general of Casa Asia; Han Wei, vice general manager of TusStar Incubator, and Alfons Cornella, founder of Institute of Next by Infonomia, celebrated the agreement.





in this field for more than 22 years, winning with them several international awards. Later on, she worked as managing director for 7 years driving the launch of the Barcelona School of Management by Pompeu Fabra University.

She is now focused on building bridges between the Spanish innovation ecosystem and China's accelerated innovation, and is a partner in several start-ups. Since 2013, she is partner and CEO of the Institute of Next and helps organizations and companies, such as FC Barcelona, build their innovation teams and connect with others, bringing together talent to have an impact on innovation on a global scale. She has cowritten a book about 30 ideas for 2030 with the Institute of Next's team.



HAN WEI AND HER TEAM FROM SHANGHAI AND BARCELONA VISITED THE FOUNDERS OF THE INSTITUTE OF NEXT



SERGI VICENTE

Sergi Vicente, director of *betevé* and Barcelona FM (Barcelona's television channel and radio station, respectively), as well as author of the book *China Fast Forward*, worked as the Beijing correspondent for the Catalan public television between 2003 and 2015.

He lived first hand China's acceleration process, and he was able to share with the audience how Chinese media is innovating and the country's breakneck transformation.

Innovation in the media: what's happening?

INNOVATION IN SOCIAL MEDIA


China's breakneck transformation into one of the world's leading digital economies shows no signs of slowing down. Quite the contrary, it continues to evolve and set new and often leading trends globally, within an increasingly complex landscape as consumers, technologies and businesses continue to respond to, create and change. Despite its sheer size and scale—China has the world's largest population and a growing internet population that has already outnumbered the US, Indonesia and Brazil combined—, winning over Chinese consumers

is by no means guaranteed. In fact, accessing the customers' wallet, maintaining or growing that share of wallet and fostering loyalty are all becoming harder day by day.

The scale and sophistication of China's online environment are unique. Chinese consumers chase novelty, giving new players plenty of opportunities to enjoy astonishing growth rates. The players that dominate this online market, the largest in the world, must continually reinvent themselves to stay ahead.



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YOU CAN ALSO USE WECHAT TO ORDER A TAXI, MAKE A MEDICAL APPOINTMENT, HAVE FOOD DELIVERED TO YOU AT HOME, PAY A FINE OR YOUR WATER OR GAS BILLS, OR PLAY ONLINE, FOR INSTANCE.

New influences

WECHAT

The rapid growth and deep societal influence of social media is evident all around the world, but few countries can match China's dramatic adoption rates.

Far from its origins as a humble messaging app, WeChat's functions now permeates seemingly all aspects of Chinese consumers' lives, from shopping and travelling to payments and gaming. In the seven short years since its launch, it has amassed a staggering one billion monthly active users.

In addition to chatting, making calls and even requesting a divorce, you can use WeChat to order a taxi, make a medical appointment, have food delivered to you at home, pay a fine or your water or gas bills, or play online, for instance.

TIKTOK AND XIAOHONGSHU

TikTok, known as Douyin in China, became the world's most downloaded app in the first quarter of 2018, less than two years after its launch. This app enables its 500 million monthly active users to create and share music-enhanced video content and has spawned numerous viral trends, as well as careers.

Meanwhile, Xiaohongshu ('little red book' in Chinese), also known as RED, connects millions of Chinese consumers who share content, ideas, recommendations, bargains and shopping tips, and help drive fashion, luxury and beauty sales.

A more advanced version of Pinterest, its Western equivalent, Xiaohongshu has quickly established itself as the world's largest community-based e-commerce platform and

recently completed a funding round with a \$3-billion valuation led by Chinese retail giant Alibaba. This growth in social e-commerce isn't the preserve of China's growing middle class and more affluent population.

Pinduoduo, for instance, an e-commerce platform that leverages the social habits of a more value-driven group of Chinese consumers—to whom it has brought consumption opportunities and options previously out of reach—processed 5.3 billion transactions in 2017, less than two years after being founded.

Chinese consumers are mobile-centric and these super-apps and mega-platforms play a significant role in their lives.



SOPHIE LIU

Sophie Liu has an EMBA from IESE Business School and is currently CEU San Pablo University's senior career advisor. As an international professional, she has worked in multinational companies such as BBVA, Sol Meliá and Huawei in their expansion to foreign countries. In recent years, she has been highly involved in connecting the Chinese and Spanish talents with innovative companies in both countries. She is in charge of the project control and talent resources for the Shenzhen International Innovation and Entrepreneurship Competition in Madrid. She specializes in cross-cultural talent management.

Shenzhen's search for international talent

SHENZHEN INNOVATION & ENTREPRENEURSHIP INTERNATIONAL COMPETITION

The Shenzhen Innovation & Entrepreneurship International Competition aims to integrate innovation and entrepreneurship resources and help foreign innovation and entrepreneurship projects to connect with Chinese hi-tech industrial resources and expand the Chinese market for mutual benefits and win-win results.

This competition is open to all foreign innovation and entrepreneurship projects with no restrictions on the competitors' nationality. The total amount of the prizes amounts to 11.2 million renminbi, with individual prizes of up to

1.4 million renminbi (government subsidies and venture capital investments are not included).

A venture capital pool of 25 billion renminbi has been set up by 40 investment institutions to help support outstanding projects. Equal opportunities of social investment are going to be distributed via the platform to all participants invited to the Conference on International Exchange of Professionals in Shenzhen.

Additionally, the competition is going to provide policies for entrepreneurship incentives,

Shenzhen in figures



5.6 high-tech companies
per square meter.



51 patent applications
authorized daily on average.



Over
4% of the city's GDP
invested in R&D.

industrial incentives, technology and financial policies, and project incubation. For more information, visit www.itcsz.cn

Sophie Liu summed up for the audience Shenzhen's brief history. Shenzhen is currently China's Silicon Valley, boasting the best resources to create an innovation ecosystem.

According to Liu, Shenzhen is and will be one of the most important innovation centres in the world. She explained that the international competition aims to integrate innovative and business resources, help innovation projects abroad to connect with the resources of China's high-tech industry, expand the Chinese market and thus achieve a position that benefits all parts.

SPAIN'S RESULTS FROM THE 3RD INTERNATIONAL COMPETITION

The contest was open to five vertical sectors and three specific areas: biomed, artificial intelligence and the Internet of things.

In Spain there were 209 projects registered, 145 of which were high-quality and presented all the documentation needed. Out of these 145 projects, 20 were chosen to take part in the Spanish final. The best 10 projects received an award and were invited to go to China to compete alongside 9 other countries from around the world. In the final in Shenzhen there will be a total of 100 start-ups from 10 countries, and more than 40 investors will attend the event to find interesting projects, teams and talents.

THE SHENZHEN DELEGATES' VISIT TO BARCELONA

Xu Shaoying, deputy director of Shenzhen Municipality's Human Resources and Social Security Bureau, visited the Institute of Next's innovation space in Barcelona with his delegates.

Later, the Institute of Next invited the Shenzhen delegates to take a tour of Barcelona Tech City's Pier01.



Spain's winning teams at the Industry Final

PROJECT

INDUSTRY

Peplum

TEAM PEPLUM

Advanced manufacturing

Ceramics 4.0

TEAM DIGIT-S

Advanced manufacturing

Alen Space

TEAM ALEN SPACE

Electronics

Canard drones

TEAM CANARD

Electronics

Data-driven solutions for video service providers

TEAM JUMP DATA/DRIVING VIDEO

Internet

Blocktac

TEAM BLOCKTAC BLOCKCHAIN ANTICOUNTERFEITING SYSTEMS

Internet

Colofast

TEAM AMADIX

Life sciences

Medicsen/Artificial Pancreas

TEAM MEDICSEN

Life sciences

Textia

TEAM TEXTIA SOLUTIONS

New materials

Rated Power

TEAM RATED POWER

New materials



HONORATA GRZESIKOWSKA

Honorata Grzesikowska is an urban designer, architect and researcher currently based in Barcelona. She is one of the architects involved in the project awarded first prize in the competition organized by the Government of Shenzhen.

Grzesikowska explained to the audience the next generation of green cities in China.

A new model for the next generation of green cities in China

GUALLART ARCHITECTS WON THE FIRST PRIZE IN THE COMPETITION ORGANIZED BY THE GOVERNMENT OF SHENZHEN

The studio Guallart Architects, together with a team of international experts, won the first prize in the competition organized by the Government of Shenzhen.

Vicente Guallart, founder of the Institute for Advanced Architecture of Catalonia (IAAC) and former chief architect of Barcelona, and his team won the first prize to design a new

model for the next generation of green cities in China. The winning project will become a reality in Shenzhen's new urban centre, the technological capital of China, in the Xianmihu district.

The project is a sample of how the cities of the future will be ecological, dense and compact, with new technologies that make the public



spaces more human and natural by merging green corridors and innovative economic activities of high density.

The project, led by Honorata Grzesikowska, Ali Basbous, Yang Lei and Guallart, will begin construction in 2020 and will cover 2 million square meters. The project will develop a new business centre including housing, offices, shops and services.

The project features a central park that will be the meeting point of the different spaces. Another element that stands out is the new ecological corridor what will be built with two large wooden platforms connecting the sea and the mountains. This will leave the traffic underground and will allow citizens to enjoy streets free of vehicles.

The district's icon will be a 200-metre-high artificial mountain with a wooden and tree facade that will house a convention centre and a hotel, among other facilities. The project also includes the recovery of an urban lake, and new forms of ecological leisure will be built around the lake, such as an eco-gastronomic area, a space dedicated to urban agriculture, a multifunctional sports complex and an environmental education park for children. The old roller coaster will also be turned into a drone competition centre.





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