

# SMART FACTORY CONNECTION TOUR

## GENERAL GUIDELINES:

### Highlight your company's potential

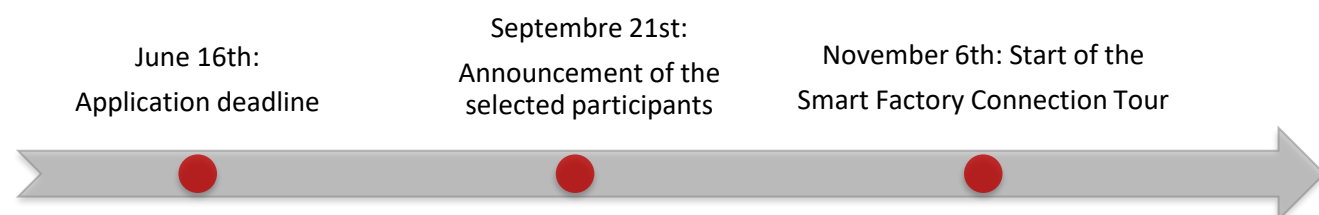
Please send your completed application by June 16<sup>th</sup>, 2017 to [celine.li@businessfrance.fr](mailto:celine.li@businessfrance.fr). A completed application must include:

- **Signed *Engagement de participation*** (page 2).
- **The application form** (page 3-4): this document is for internal use only. You can fill it in English or French.
- **The executive summary in an editable version 1 page maximum** (page 5): the executive summary provides the selection committee with the information necessary to evaluate your company's potential for breakthrough onto the Chinese market through participation in the Smart Factory Connection Tour. The document must be completed in English.
- A PowerPoint presentation of your technology/service in English (6 slides maximum).

#### Additional hints for presenting to a Chinese audience:

- **Don't repeat yourself.** There is one specific place to present each aspect of your company; clear, concise language is key.
- **Mention key metrics.** Where relevant, include key numbers such as the amount of money or time your client will save/earn with your product/service, average **return on investment** for your customers, **time needed to install or adopt** your solution.
- **Develop an elevator pitch.** What is the key point your reader should remember after reviewing this application? Your tagline should convey this factor, and be the document's guiding force.

#### Timeline:



**APPLICATION FORM**

*This document is designed to determine the export approach that you plan to take so that we can select the most relevant local contacts. Therefore, please reply to this questionnaire as accurately as possible. The application form is for internal use only. You can answer the questions in English or French.*

**1. Your export experience**

Do you have an international activity? (yes/ no)

If yes, please state your export countries/areas:

.....  
.....  
.....

How do you commercially export?

- Agent
- Distributor
- Franchise
- Direct sales
- Industrial partner
- Other (please specify): .....

Do you take part in foreign trade shows? (yes/ no)

If yes, which? (country, date and name of the trade show(s))

.....  
.....  
.....  
.....  
.....  
.....

Languages spoken:

.....  
.....  
.....

Main competitors (*France and abroad*):

.....  
.....

Certifications / Standards / Accreditations / Awards: .....

**2. Your export project:**

Objective(s) sought in the target country/area:

- Search for industrial or technological partners
- Commercial establishment/ Franchise/ Joint venture
- Search for distributors or agents
- Search for customers
- Other (please specify): .....

Profile of the targeted companies (field of activity, size, location, etc.):

.....  
.....  
.....

Profile of target decision makers (function/department):

.....

Do you wish to target (a) particular firm(s)? (name and contact details)

.....  
.....  
.....

Do you have any contacts in the country? (yes/ no)

If yes, please specify:

.....  
.....  
.....  
.....

How do you think the Smart Factory acceleration project will meet your goals / strategy for the Chinese market?:

.....  
.....  
.....

Other useful information:

.....  
.....

**EXECUTIVE SUMMARY**

Company  
Logo

(High definition: at least 300 dpi)

**Main contact:**

- Name, title, e-mail, phone, picture

**Company data:**

- 2016 Employees:
- 2016 Revenues:
- 2016 Export sales (%):
- 2016 Results:
- Founding year of company:
- *Anything else you feel strongly represents your company (R&D Investment, Capital raised?)*

Company name and tagline

This part must address each of the following factors.

Format is entirely customizable.

**Problem addressed:**

What problem are you addressing? Who suffers from this problem? (this is your target market) What solutions currently exist? What is wrong with them (i.e. too costly? Time consuming?)

Mention key metrics, when relevant. The more statistics, research you can cite, the more convincing your case will be. **(7 lines)**

**Product / Solution description:**

Concise description: what is your product/service (Hardware, Software, platform, component, system, etc.)? What does it do and for whom? What are the main features? What are the benefits of each feature? Is your brand/service/solution protected by Chinese patents? **(5 lines)**

*Images / Charts if relevant*

**Chinese market strategy:**

How will you differentiate yourself and what is your strategy to do so in China ? What are the characteristics of your prospective clients? **(4 lines)**

*Images / Charts if relevant*

**Execution:**

How will you approach the Chinese market (timing and strategy)? State your project plan for the upcoming 6 months, and after 12 months (resources, team, deployment). **(4 lines)**

**References:**

If you already have references that you can mention, please add them here. **(4 lines)**

*Images / Charts*

Company name - address - website - phone - email