

# High-Level Cooperation between China and EU Companies in Supply Chain and Business Services

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21 June 2024





# Call for Partnerships

*Instead of seeing China's economic and technological development as a threat, EU companies should **proactively look for Chinese partners and partnerships** for joint development and commercialization.*

*Collaborating intelligently with Chinese companies can not only provide opportunities for EU companies in China, but **also in the rest of the world.***



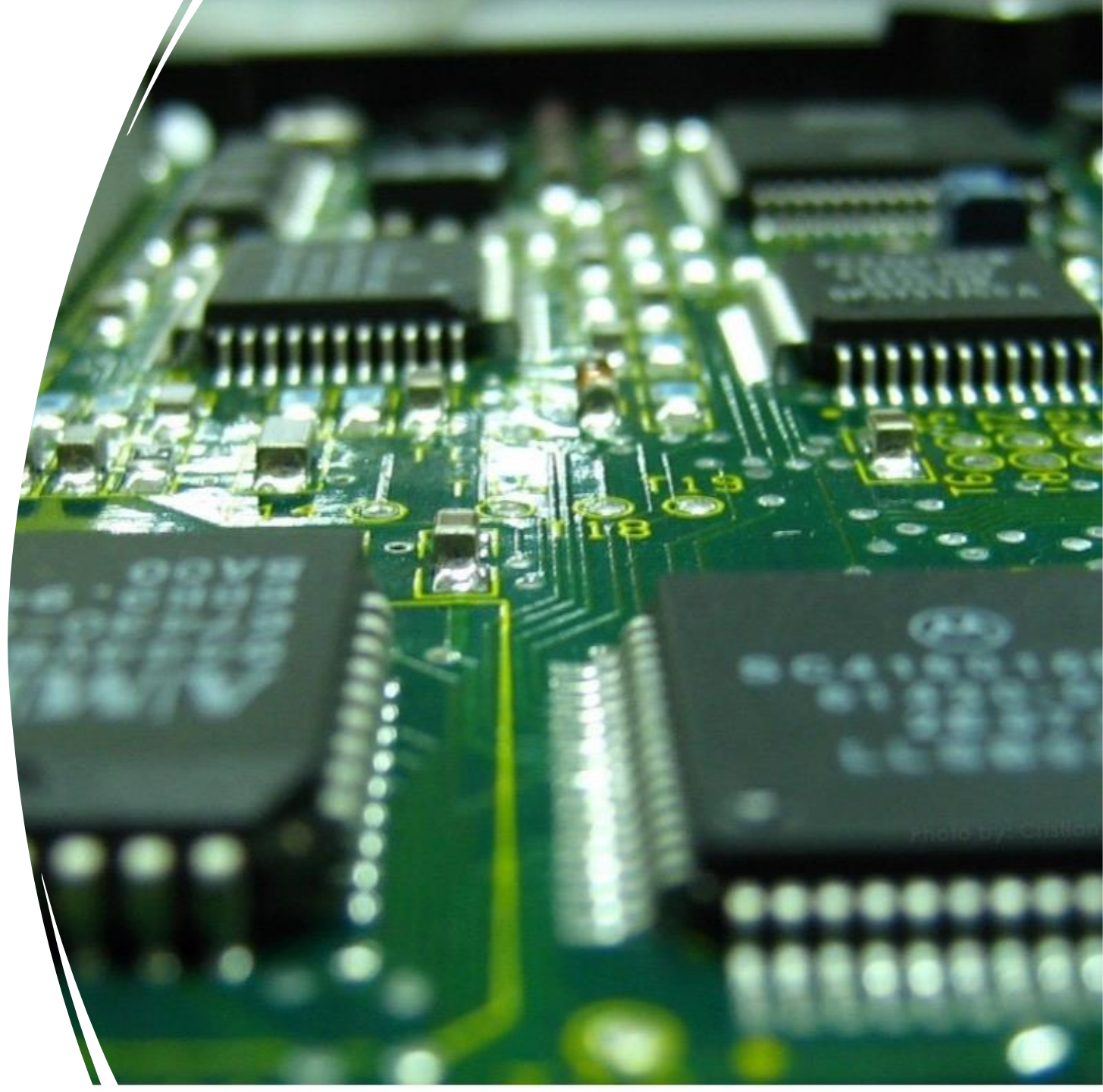
# Expanding Market Access

- Rather than competing against Chinese firms with established networks and a deep understanding of the Chinese market, partnering allows EU companies to **use these partnerships with Chinese companies as leverage**.
- Collaboration with Chinese companies can facilitate **smoother entry into a lucrative Chinese market**, enabling EU firms to overcome regulatory hurdles and cultural differences more effectively.



# Leveraging Technological Innovation

- Already today, **China is a global leader in various technological domains**, including artificial intelligence, 5G, smart manufacturing and renewable energy.
- By collaborating with Chinese tech companies, EU firms can gain **access to cutting-edge technologies and innovations** that may not be readily available elsewhere.
- This exchange of knowledge and resources can **accelerate the development of new products and services**, enhancing the competitive edge of EU companies in both local and global markets.





# Cost Efficiency & Resource Optimization

- China is known for its efficient manufacturing processes and cost-effective labor force, which can **reduce production costs** for EU companies.
- Additionally, EU-China partnerships can lead to **shared investments in research and development**, minimizing financial risks while maximizing the potential for innovation.
- This approach enables EU firms to **allocate their resources more effectively**, focusing on areas where they can add the most value.





# Enhancing Global Competitiveness

- Collaborating with Chinese companies does not only open doors to the Chinese market but also **enhances the global competitiveness of EU companies**.
- Moreover, the combined strengths of EU and Chinese companies can create **products and solutions that are more competitive on a global scale**.
- This synergy can enable EU businesses to **tap into new markets and new customer segments** that may have been previously inaccessible.





A blue-tinted, motion-blurred photograph of a crowd of people walking away from the camera on a city street. The image has a strong sense of movement and depth, with the ground and figures stretching into the distance.

# Case Studies



# CASE STUDY

## Robotics Contract Manufacturing

- Horsten International assisted a German robotics company to look for contract manufacturers in China.
- By moving the supply chain to China, the German robotics company managed to decrease the total cost of their robots with more than 30%.
- Additionally, through this cooperation with Chinese contract manufacturers, the German company can increase its profitability and focus on innovation and business development.
- This not only allows the German company to develop their business in their European home market, but also become stronger for sales expansion to other global markets.





# CASE STUDY

## Offshore solar energy panels sourcing

- Horsten International assisted a Dutch technology company, producing triangular, offshore floating platforms with solar panels to find contract manufacturers in China.
- Apart from the solar panels, also the aluminium floaters and structures are being sourced from China.
- China is the only viable source for both solar panels, as well as the large aluminum floaters.
- The Dutch company is now developing projects in South-East Asia and other regions.





# CASE STUDY

## Technology Transfer in peelable films for co-extrusion

- Horsten International assisted a Belgian packaging technology company to transfer its know-how in peelable films for co-extrusion to a Chinese partner.
- Thanks to this cooperation, the Chinese company will be able to manufacture and sell high-quality plastics for the food and medical market in China.
- Additionally, both parties are working together to develop new products and expand their business also to the Asia-Pacific and the US market.





# Conclusion

Only by going to China and proactively looking for business partners, you will be able to better understand your competitive situation and look for opportunities for cooperation.

The CIFTIS expo is certainly a perfect event to go to China and meet with potential partners.

Horsten International is ready to assist you with finding trustworthy partners in China and guide you through the entire process.





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