

# Project Introduction

## 项目介绍

from:

International Design Center Berlin &  
Sqetch by Sourcebook GmbH



COOPERATION  
NETWORK  
BERLIN & CHINA

中国柏林合作网



## 中国柏林合作网 (CN-BC)

国际化项目“为开拓全球市场创新——中国柏林合作网(CN-BC)”支持在绿色科技、用户体验和设计领域建立新的商业伙伴关系。

项目由柏林国际设计中心 (IDZ) 和Sourcebook GmbH合作, 时间为 2020 年 7 月 1 日至 2022 年 6 月 30 日。

CN-BC 由柏林市政府经济、能源和公共企业部提供资金, 欧盟(欧洲区域发展基金)共同出资。

## Cooperation Network Berlin & China (CN-BC)

The internationalisation project "Innovations for a Global Market - Cooperation Network Berlin & China (CN-BC)" supports new business partnerships between Berlin and China in the green tech, UX and design industries.

The project runs from 1 July 2020 to 30 June 2022 in partnership between the International Design Center Berlin (IDZ) and Sqetch by Sourcebook GmbH.

CN-BC is federally funded through the Berlin based funding program for network-building and internationalization “Förderprogramm für Internationalisierung - Netzwerk Richtlinie”, co-funded by the European Union (European Regional Development Fund).



## International Design Center Berlin (IDZ)

Founded in 1968, the IDZ is a leading, independent German design institution. The design center works with representatives from politics, culture and science at national and international levels. The IDZ promotes design, offers access to design consulting and expertise, promotes knowledge exchange, and realizes projects and events. Our mission is to find the right cooperation partners for you.

于 1968 年成立，IDZ 是一家领先的德国独立设计机构。该机构与国内外政治、文化和科学界的代表开展合作。IDZ 促进设计，提供设计咨询和专业知识，促进知识交流、项目实现和活动。我们的使命是为您找到合适的合作伙伴。

**IDZ** International  
Design Center Berlin

## Sqetch by Sourcebook GmbH

Sourcebook is an agency for sustainable innovation. Its online B2B sourcing and networking platform Sqetch connects fashion brands with textile manufacturers and suppliers.

It curates network programs, hackathons, exhibitions, conferences and think tanks for a digital and sustainable transformation of the fashion and textile industry.

Sourcebook 是一家可持续创新机构。其在线 B2B 采购和网络平台 Sqetch 将时尚品牌与纺织品制造商和供应商联系起来。该机构策划网络项目、编程马拉松、展览、会议和智库，帮助时尚和纺织行业实现数字化和可持续转型。

 **Sqetch**

## 项目目标

- 交流知识, 建立专业网络, 促进柏林创新生态系统建设
- 提供德国工业设计、用户体验和绿色技术专业知
- 为精选的富有潜力的柏林企业进入中国市场提供支持
- CN-BC 支持以下方面的合作:
  - 用户体验/用户界面设计、数字战略、工业和服务设计、可持续技术方面的柏林公司和专家与
  - 中国的公司、大学、研究机构、商业组织和专业网络
- 提供德国设计参数、创新方法和解决方案以及欧洲市场知识

## Project objectives

- Exchange **knowledge**, build **professional networks**, promote the **Berlin innovation ecosystem**
- Provide access to **German industrial design, UX and sustainable innovations expertise**
- Provide **China market entry** support to selected **high potential enterprises** from Berlin
- Support **new business partnerships** between Chinese companies, universities, research institutions, professional networks and Berlin-based companies, networks and experts in UX/UI design, digital strategy, industrial and service design, sustainable technologies and green tech solutions
- Offer access to **German design value, innovative methods and solutions** and **European market knowledge**

## 项目活动

- 项目通过一系列实际及虚拟活动和聚会，为参与者提供进入德国和中国市场的切入点。通过聚会为企业、行业专家和当地企业提供法律、贸易和跨文化支持。

在目前全球旅行限制和气候变化的大背景下，探索应用数字中介工具、视频会议和虚拟研习会帮助企业建立合作网络，促进绿色商业实践。

项目将通过一个网络社区平台发起和发展合作关系，以微信和 LinkedIn 的社交网络作为补充，发现并实现协同作用。

## Project activities

- **Events and meetups**, both real and virtual, provide capacity building and entry points into the German and Chinese markets: Meetups offer legal, trade, intercultural exchange and support for businesses, industry experts and bilateral organizations.
- **Digital brokerage tools, video-conferences and virtual workshops** will support the network-building between companies, promoting green business practices at a time of global travel restrictions and climate change.
- An **online community platform** serves to initiate and develop relationships, to identify and realize synergies with complementary social networking on WeChat and LinkedIn.



## Company background

- **SME's from Berlin that want to enter the Chinese market**
  - either intend to collaborate with partners and companies in China
  - or offer their services to Chinese companies that want to establish business (relationships) in Europe
- **Industries: Design and sustainable technologies**

## Company Background - GREEN TECH

### Main fields:

circular economy, sustainable production and consumption, SDG compliant businesses, climate efficient solutions, transparent supply chains, environmental and social footprint optimisation

### Company Type and Provided Services:

**-Innovation agencies** providing consulting and concept development for new products, processes and technologies regarding environmental and social impact as well as change process

**-Solution providers** at the intersection of sustainability and technological innovation

**-Creative agencies** developing and organising concepts, campaigns and strategies for sustainable communication, stakeholder dialogues and customer engagement

**-Research and development institutes** providing applied science services and collaborative development of new innovative and sustainable services and products

## Company Background - DESIGN

### Main fields:

development of digital solutions and interfaces for all industries (business / industry / B2C): conception, prototyping, testing and development, design of industrial and consumer products, transportation design, healthcare design, packaging and communication design, development of service-based business models, design strategy, insights on European client expectations

### Company Type and Provided Services:

-Digital **agencies** providing user experience design, user-centric digital products and services, digital strategy

-**Service design agencies** providing user research, ideation and conception services based on design thinking / agile / co-creation methods, strategic design

-**Branding agencies** providing brand building and brand development services, design and communication strategy

-**Product / industrial design agencies** providing product development for consumer, business and industrial product

# 谢谢你 Thank you

联系我们 Contact us:

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