

Innovation from Startups in China

Is this relevant for Europe?

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Co-founder Shankai Sports



Shankai Sports - Overview

Three Locations

Beijing, China <i>Headquarters</i>	Lausanne, Switzerland <i>Europe Office</i>	Zurich, Switzerland <i>Europe Office</i>
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Sponsorship	Ticketing	Media	Events	Licensing
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Four Major International Client Groups

International Federations e.g. IOC, UEFA, FIBA, BWF, FIVB	Clubs e.g. Paris Saint-Germain, Roland Garros	Leagues e.g. UEFA Champions League	Destinations e.g. Dubai
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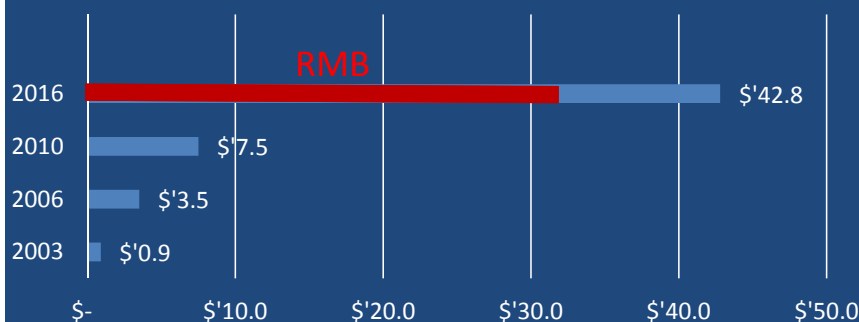
China Venture Backed

IDG 资本
IDG Capital Partners

華興資本
CHINA RENAISSANCE

Investments In and Out of China...

VC/PE invested in China (USD Billions)

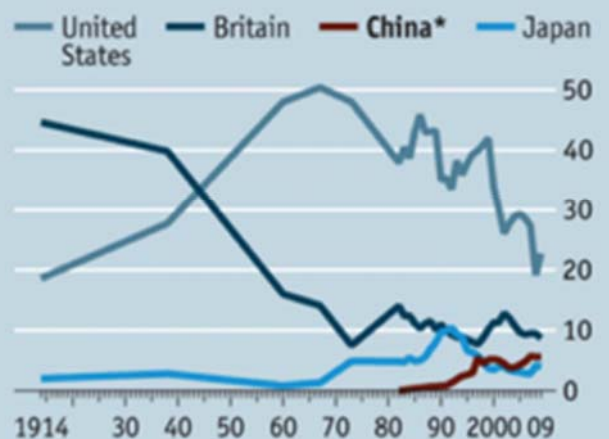


- Rise of domestic RMB fund
- China outbound investments just getting started

Source: dowjones VentureSource, the Economist

Global shoppers

Stock of outward foreign direct investment
% of world total



Sources: UNCTAD; "Multinational Enterprises and the Global Economy" by J.H. Dunning

*Including Hong Kong and Macau

China Outbound Investments - Sports

Buyer	Target	Size
Wanda Group	Infront Sports	\$1.2 billions
Baofeng	MP & Silva	Est \$600 millions
Wanda Group	WTC Ironman	\$650 millions
<i>Football Clubs</i>		
Suning	Inter Milan	\$410 millions
Wanda Group	Atletico Madrid	\$240 millions
CMC Capital	Manchester City	\$2.5 billions
IDG Capital	Olympic Lyonnais	\$500 millions

Sponsor	Sports Entity
Alibaba Group	IOC
Wanda Group	FIFA
HiSense	UEFA
HiSense	FIFA
VIVO	FIFA



Source: Wall Street Journal, Sports Business, Shankai

The INTERNET in China

DIFFERENT

MOBILE

85% of internet usage on mobile

China largest mobile app store



INNOVATION

Explosion of O2O services (offline to online)



A blogger sells 10,000 lipsticks in 1 hour of live streaming



E-COMMERCE

Singles Day: 18 billion sold in 24 hours on Alibaba

Fusion of commerce and entertainment



Entrepreneurs and Platforms



The established giants fueling further innovation

- Large source of capital for startups (CVC)
- Provide distribution on their open platforms
- Act as important role models for young aspiring entrepreneurs

Jack Ma - Alibaba



Li Ning



Lei Jun - Xiaomi



Observations for Switzerland and Europe

- Fund China global expansion
- Distribute European expertise on Chinese platforms
 - Advanced manufacturing, Robotics & AI
 - Cleantech
 - Medtech and Healthcare
 - Gaming, entertainment, sports
- Be flexible and adapt to China Business Models
- Patience to seek the right China partner

