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MobiGoIn-Action CALL FOR INTEREST: China & Singapore FAC-SIMILE application form

NOTE: the application has to be submitted through the online tool: [CLICK HERE](#)

Call for interest to participate to the acceleration services aimed at preparing European SMEs and start-ups to approach China and Singapore & to participate to the mission to Ningbo and Shanghai (China) for European SMEs and start-ups interested in Chinas Smart City and Automotive.

LANGUAGE: English

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DEADLINE: April 07th, 2019 – 23:59 CET

NOTE: filling out the form requires about 20 minutes; it is not possible to save the given answers and modify in a second moment: all fields have to be filled at the same time. To easily prepare your answers, you can download this Word Document.

PRIVACY: the provided information will be used exclusively by the MobiGoIn-Action consortium, the experts and the partners organising the mission, only for the purposes of the project, maintaining the privacy of the personal data. The consortium may spread the given information only in an aggregated way.

FAQs: The Frequently Asked Questions (FAQs), gathered via e-mail (theteam@mobigo.in.eu) until 5 days before the submission deadline, will be answered via email.

This Call is part of the project MobiGoIn-Action, which has received funding from the European Union's COSME Programme (2014-2020) - Grant Agreement No 783399.

** All fields are required*

Company general information

a. Company name *

Fare clic o toccare qui per immettere il testo.

b. Web site *

Fare clic o toccare qui per immettere il testo.

c. Is your company member of a Cluster? *

- Polo ICT / Cluster SmartCommunitiesTech (Torino Wireless)
- MOV'EO
- bwcon
- Media Evolution
- None

Other: _____

d. Headquarter address *

Fare clic o toccare qui per immettere il testo.

e. Headquarter Country *

Fare clic o toccare qui per immettere il testo.

f. Main contact name and surname *

Fare clic o toccare qui per immettere il testo.

g. Main contact role in the company *

Fare clic o toccare qui per immettere il testo.

h. Main contact direct e-mail address *

Fare clic o toccare qui per immettere il testo.

Section 1 – Company profile

1.1 Year of foundation *

Fare clic o toccare qui per immettere il testo.

1.2 Company size *

MobiGoln-Action considers as SME any Micro-Small-Medium Enterprise fulfilling the European Commission Recommendation 2003/361/EC and the SME user guide:

http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

Start-up

Micro

Small

Medium

1.3 Number of employees *

Fare clic o toccare qui per immettere il testo.

1.4 Company turnover (€, 2018): *

Fare clic o toccare qui per immettere il testo.

1.5 What percentage of your turnover corresponds to the Smart Mobility market? *

0%	1	2	3	4	5	6	7	8	9	10	100% of the total turnover
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.6 Do you have a dedicated commercial figure in your staff? *

YES

NO

FAC-SIMILE

Section 2 – Your main Smart Mobility solution

Please, describe in this section the Smart Mobility solution your company is proposing to China and Singapore's international markets. The solution must be a smart mobility product or service with some innovative key-elements and already on the market.

2.1 Name of the Smart Mobility solution *

Fare clic o toccare qui per immettere il testo.

2.2 Select the Smart Mobility specialisation segment your solution corresponds to *

The following Smart Mobility applications represent the MobiGoIn-Action focus. If your solution doesn't fit with these categories, please select "Other" and specify the referred segment of application. Tick all that apply.

- Sharing information among users, vehicles and infrastructures (info-mobility, etc.)
- Intermodal smart ticketing (smart cards, mobile tickets, etc.)
- Traffic control
- Parking management
- Transit operations management
- Connected cars: on-board information management
- Driving assistance
- Emergency management
- Autonomous vehicles
- Fleet management
- Freight transport management
- Last mile logistics optimization
- Indoor navigation with real-time data
- Clean fuel and low emissions vehicles: usage, management and integration of alternative green vehicle, such as electric cars and e-bikes
- Demand management: modifying citizens' behaviour to adopt a more sustainable and energy saving transport modes
- MaaS - Mobility as a Service
- Door-to-door mobility management, planning and optimization, by combining transport solutions in an eco-friendly way: sharing/changing different types of transportation, using collective/cooperative transportation, optimizing itinerary path
- Other _____

2.3 Description of the Smart Mobility solution *

Shortly describe the implemented technology and the Mobility issue your solution is answering to. Maximum character limit of 1000.

Fare clic o toccare qui per immettere il testo.

2.4 Related target market *

Tick all that apply and specify the solution's value proposition on 2.5 and/or 2.6 depending on its target market.

- AUTOMOTIVE: companies and organisations involved in the design, development, manufacturing, marketing, and selling of motor vehicles.
- SMART CITY: Cities interested in adopting smart solutions for different sectors, such as urban mobility, transportation and citizen mobility services, to attain better standards of living, economic stability, optimal utilisation of energy, and advanced environmental protection depending on technologies.

2.5 What are your solution's competitive advantages and differentiating features for the AUTOMOTIVE market?

Indicate at least 3 competitive advantages / differentiating features of your solution. Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

2.6 What are your solution's competitive advantages and differentiating features for the SMART CITY market?

Indicate at least 3 competitive advantages / differentiating features of your solution. Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

2.7 Related target customers *

When selecting "Other", please specify. Tick all that apply.

- Governmental and public administrations / Municipalities
- Big players in the automotive and smart city markets
- System-integrators
- Citizens
- Other: _____

2.8 Indicate some customer references; if not possible, provide an example of use case. *

Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

2.9 Who are your main competitors? *

Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

2.10 Would your product need to be adapted for the China/Singapore market? *

Choose as many options as you like

- NO
- YES: language
- YES: standards, certifications, restrictions
- YES: end-users' different needs and culture

Other: _____

Section 3 – International activity

3.1 Currently, does your company have any international activity? *

YES (even occasionally)

NO

3.2 If yes, in which countries and which kind of activity?

Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

3.3 Which is the degree of maturity of your internationalisation experience? *

Exploring

Early phase

Expanding

Mature

Declining

3.4 a) Do you have an English version of your website? *

YES

NO

3.4.1 If yes, which is the link of the English version of your website?

Fare clic o toccare qui per immettere il testo.

3.4 b) Do you have a Chinese version of your website? *

YES

NO

3.4.1 If yes, which is the link of the Chinese version of your website?

Fare clic o toccare qui per immettere il testo.

3.4 c) Do you have a Chinese-speaking person within your company or contacts with someone that speaks Chinese? *

YES

NO

3.5 What kind of activities does your company have on the international markets? *

Choose as many options as you like.

- Technological partnerships
- Production partnerships
- Commercial partnerships
- Direct export activity
- Distributions or sales agent in the foreign country
- Direct export activity (e.g. export office in the original country)
- International joint ventures
- Temporary / virtual offices
- Subsidiary / Branch (FDI)
- None
- Other: _____

3.6 Do you have an export division within your company? *

- YES
- NO

3.7 What's the percentage of turnover generated by the INTERNATIONAL activities of your company? *

0%	1	2	3	4	5	6	7	8	9	10	100% of the total turnover
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.8 Out of total international turnover, what's the % of the MOBILITY market?

0%	1	2	3	4	5	6	7	8	9	10	100% of the international turnover
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Section 4 – International perspectives

Going international: China and Singapore

Please, answer the following questions taking into account the Smart Mobility solution(s) your company is proposing on the China and Singapore international market.

4.1 Has your company any international activity in the target market China and Singapore? *

- YES, China (even occasionally)
- YES, Singapore (even occasionally)
- NO

4.2 Explain your company's motivations to expand to the Chinese and Singaporean markets and the main objectives of this approach *

Describe the corporate objectives of the international expansion (for example: to increase competitiveness by accessing to new technologies and know-how, to reach new fast-growing markets, to enhance productivity by reducing production costs, ...). Maximum character limit of 1000.

Fare clic o toccare qui per immettere il testo.

4.3 What kind of exploration activities for the Automotive / Smart Cities markets in China and Singapore has your company already done? *

Tick all that apply.

- Market research
- Contact with the supporting institutions (chambers of commerce, embassies, foreign investment agencies, ...)
- Internationalisation business plan
- Product adaptation
- Partners search
- Virtual office
- Distributors / sales agent search
- None
- Other: _____

4.4 Which is your short-term goal related to internationalisation towards China and Singapore to which this mission can contribute? *

Please be concise and accurate about your objectives and goal for these markets, specifically for this mission. Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

4.5 What kind of support/service you consider the most important to be prepared to enter the China and Singapore markets? *

Maximum character limit of 500.

Fare clic o toccare qui per immettere il testo.

4.6 Do you already have customers/clients/partners in China/Singapore?*

4.6.1 If yes, please mention some references

4.6.2 If yes, please mention some of your Customers' pain points

4.7 Do you have a percentage of your revenues and/or funds available for your China/Singapore development?*

4.7.1 If yes, please indicate a percentage

4.8 Comments, specific needs and preferences

FAC-SIMILE

Commitment to the Acceleration and Internationalisation Programs for China and Singapore

- Each selected company has to confirm its commitment to follow the Acceleration Program, assuring its participation to the planned activities. The foreseen effort per company is approximately 5 days: 3 webinars and 1 matchmaking event in Germany. *

There are two different modalities of participation to this program: if ranked high, companies will be eligible to participate to both the Acceleration Program and the International Mission, if ranked low but still within the threshold (50/100), the companies can participate to the Acceleration Program.

I confirm my commitment

- Are you interested in taking part to the MobiGoIn-Action European Matchmaking Event (July 8-15 tbd. in Heidelberg, Germany)? (2 days)*

Some companies will be selected to receive reimbursement for covering part of the travelling costs. The attendance to this event is compulsory for the companies that will participate to the Mission to China.

- YES
 MAYBE
 NO

- Would you be interested in taking part right before or right after the China Mission to a 2-day mission in Singapore? (2-3 days tba.) *

Some companies will be selected to receive reimbursement for covering part of the travelling costs.

- YES
 MAYBE
 NO, only China