

# Nanjing Scandinavian Industrial Campus



**We offer an easy, fast, safe and cost efficient way to start up and run a business in China through our modular full service concept.**

## Nanjing Scandinavian Industrial Campus (NSIC)

NSIC is a business and industrial center in Nanjing Jiangning Science Park with modern offices and workshops for lease.

NSIC makes it easy, fast, safe and cost efficient for Small and Medium sized Enterprises to start up and run a business in China.



- ✓ NSIC comprises 140 000 square meters of industrial land.
- ✓ NSIC will have 110 000 sqm offices and factories when fully developed
- ✓ Phase I includes 26 000 square meters of office and factory buildings (ready in 2008).

NSIC is established and owned by Scandinavians and set up in cooperation with Panda Electronics Group, one of China's largest electronics groups.

## Our modular full service concept comprises of:

- ✓ **Office and manufacturing facilities** in NSIC's own facilities
- ✓ **Consultancy Services** both in Scandinavia and in China, e.g. business case preparation & analysis, market analysis, sourcing partner identification and legal company establishment etc.
- ✓ **Outsourcing Services;** accounting, order administration and human resources

## Advantages

- ✓ All facilities are owned and managed by us and we can help in all steps to start up and run a business in China.
- ✓ Strong support from Panda Electronics Group and Nanjing Jiangning Science Park.
- ✓ Easy start up of legal company
- ✓ Immediate access to facilities, resources and capacity
- ✓ Lower investment costs, risks and operational costs
- ✓ Access to our unique network of influential contacts.

## China - offering opportunities for SMEs

### Entering the Chinese market

*The rapidly growing Chinese market offers virtually unlimited opportunities for all companies that want to expand their business.*

### Starting product development

*Universities currently examine a large number of highly qualified engineers that offer cost efficient HW and SW design. China is today among the top nations in the world based on the number of new patents.*

### Reduce manufacturing cost and/or find sourcing partners

*China continues to provide excellent possibilities for lowering manufacturing costs.*

*Setting up your own manufacturing, find sourcing partners, or a combination thereof can bring about considerable cost savings - ranging from 20 to as much as 50%.*

# Nanjing Jiangning Science Park

*High Tech Garden City and Innovation Base*



*Jiangning Development Zone is a hi-tech ecological industrial park surrounded by the beautiful scenery of Table Mountain, Zhong Shan forest and Xue Wu lake.*



## College Town

*Part of the Science Park is the "College Town", with 12 universities and 150 000 students.*



## Modern Life Style

*Jiangning is more than an industrial park. It is a full modern city with residential areas, recreational parks, international schools, hospitals, sports arenas, hotels, restaurants and golf course.*

**Nanjing Scandinavian Industrial Campus is located in Nanjing Jiangning Science Park (NSP) which is part of the larger Nanjing Jiangning Economic & Technical Development Zone in Nanjing.**

## Excellent Logistics

- ✓ Science Park is located between Nanjing Lukou International Airport and the city of Nanjing - only 25 km from the airport and 23 km from Nanjing.
- ✓ Through modern express ways, Shanghai, Hangzhou, Wuxi, Suzhou can be reached within a few hours.
- ✓ Asia's largest river port is only 25 km away.
- ✓ The subway to Science Park will be ready in 2009.
- ✓ The high speed train between Shanghai and Beijing will have a station in Jiangning.

## Utilities & other infrastructure

Infrastructure is well developed and suited for all modern industries:

- ✓ Electrical power
- ✓ Gas
- ✓ Water
- ✓ Sewage system
- ✓ Telecommunications

## Many international companies as neighbors

Some 1700 international companies, including 30 of Forbes top-500 have already found Jiangning to be an excellent business location;

Ericsson, Ford, Fiat, Toshiba, Mazda, Mitsubishi, Pepsi, Hitachi, Siemens, Motorola, Lear, FedEx, Flextronics and many, many more.



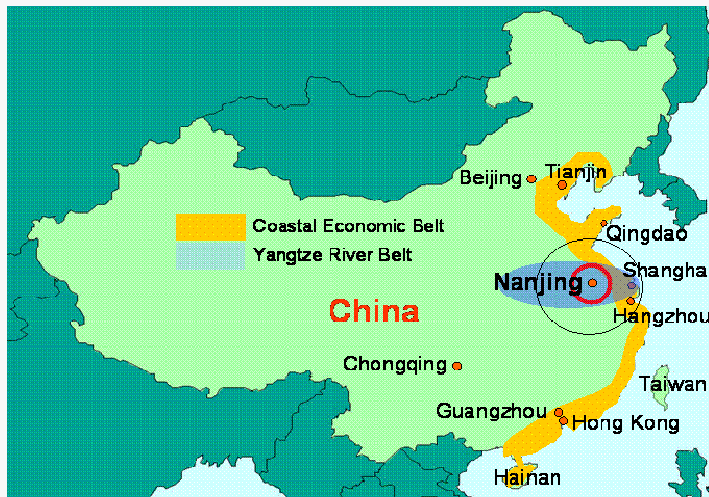
# Nanjing



*Nanjing with a population of almost 7 million is the capital of the Jiangsu Province and a former capital of China. It is a center of politics, industry, economy and culture.*

Nanjing, with a total area of 6,598 km<sup>2</sup>, is situated in the largest economic zone of China, the Yangtze River Delta, which is part of the downstream Yangtze River drainage basin.

Thanks to its superior geographic location, Nanjing is considered the transportation center of the Yangtze Delta region. While the city once prospered through its shipyards, Nanjing today has become a commercial hub and the cultural center of southeast China. Recently, it was ranked as one of the world's Top 40 most powerful cities in terms of favorable investment environment.



Major industries in Nanjing are electronics, automobile, chemical, steel and power. The electronic and chemical industry ranks number two in China and the auto manufacturing ranks in the front row of cities in China.

Nanjing is one of the central cities for finance business and distribution in China with over 1,300 local and foreign banks.

It has one of China's highest consumer goods retail volume with over 70,000 stores and a turnover of 50 billion CNY.

More than 50 of Forbes top 500 companies are established in Nanjing.

Infrastructures such as power supply, water supply, gas supply, telecommunications, sewage system, road networks, railway system and airport are all highly developed.



*Nanjing has the largest river port in Asia with a cargo handling capacity of 60 million tonnes per year of cargo, bulk and container shipments- and is connected with over 200 ports in 80 countries. The port can accommodate seagoing freighters in the 25 000-ton-class.*



*Nanjing is one of China's four most important bases of scientific and technological research and development.*

*There are 38 universities and colleges with over 440,000 students and 100 research institutions.*

*Due to the strong focus on education and research there has been a rapid development of hi-tech industries such as electronics, IS/IT, SW development, biological engineering and pharmaceutical.*

## The Process

*The key for a successful entry of an establishment in China is the preparation at home. We have a well-defined establishment process to support your preparation and decision making, our aim being to minimize your risks and maximize your potential.*



**Pre-Study Phase** - Overall analysis of the business case for a successful establishment.

**Feasibility Study Phase** - Detailed study, implementation plan and full cost analysis.

**Implementation Phase** - Full implementation of the establishment in China.

**Operational Phase** - Start up and tuning of the initial operation

## Our Services

*Depending on your company's unique requirements our service can range from just renting a fully furnished office to establish a complete operation including R & D, manufacturing and sales & marketing.*

### Basic Services

- ✓ Company establishment
- ✓ Business License
- ✓ Office-and manufacturing facilities
- ✓ Hiring / leasing of personnel
- ✓ Administrative services

### Sales & Marketing

- ✓ Market analysis
- ✓ Sales channels set-up
- ✓ Business development
- ✓ Fully furnished offices

### R & D

- ✓ R&D services
- ✓ Qualified engineers
- ✓ Fully furnished offices

### Manufacturing

- ✓ Electronics & mechanical manufacturing
- ✓ Sourcing services
- ✓ Logistics services
- ✓ Capacity in Pandas' manufacturing

*In order to best support our clients we are working with well known consultancy companies in Scandinavia, China and other countries as well as a network of suppliers and market channels in China.*

## About us

Nanjing Scandinavian Industrial Campus was founded in 2006 by Mankato Investments AG and Swedes with a vast experience of doing business in China and supported by Panda Electronics Group. The business purpose was to build a modern industrial park with a Scandinavian touch and use the founders' own China experience and Panda's extensive network of contacts to help small and medium sized enterprises to set up and run a business in China. Today, NSIC is owned by more than 20 private investors, mainly from Sweden.



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