

Nanjing Scandinavian Industrial Campus



Nanjing Scandinavian Industrial Campus - NSIC



NSIC is a Swedish owned business- and industrial center in Nanjing Jiangning Science Park.

- ❑ Located in a large, dynamic industrial zone together with many well known international companies
- ❑ Modern offices and factories in a campus area
- ❑ New facilities for both large and small operations
- ❑ Complete solutions for a safe and cost efficient start up and operation for SME's
- ❑ Owned by Swedish investors



NSIC Master Plan



NSIC Phase I



High standards facilities

- ❑ Offices (5000 sqm)
- ❑ Factory for light manufacturing (8000 sqm)
- ❑ Factory for medium heavy manufacturing (12000 sqm)



Advantages with NSIC



Business advantages with NSIC:

- ❑ All buildings are located in the same area together with other companies in a similar situation
- ❑ 2 security guarded entrances to the area in order to protect both material, information and personnel.
- ❑ Common reception, representative conference rooms, lunch room in the office building
- ❑ Shared services for administrative functions such as accounting, IT system & support, transportation etc is available to save cost and make the start up easy.
- ❑ Easy access to authorities through NSIC's contacts (smaller companies normally have difficulties to get attention from authorities)
- ❑ Ongoing support from NSIC's organization on site



China Entry Made Easy - a complete "plug and play" approach

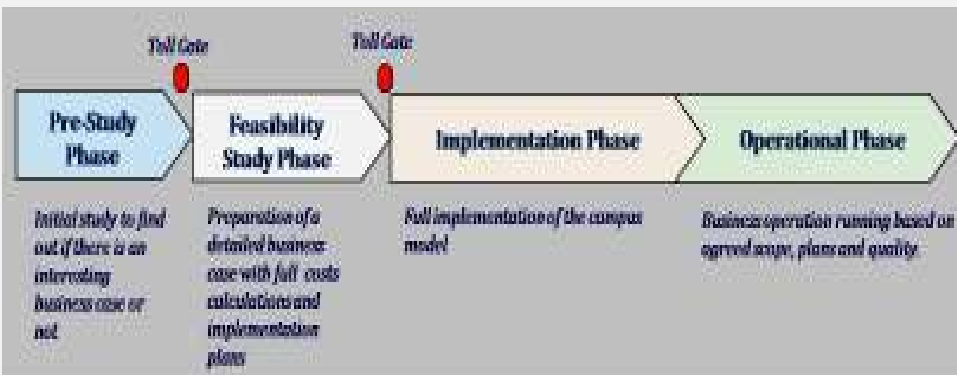


Facilities

- Flexible solutions for sales-, sourcing- and R&D offices.
- Flexible solutions for Manufacturing
- Built to suit facilities
- Fully services and maintained

Establishment Process

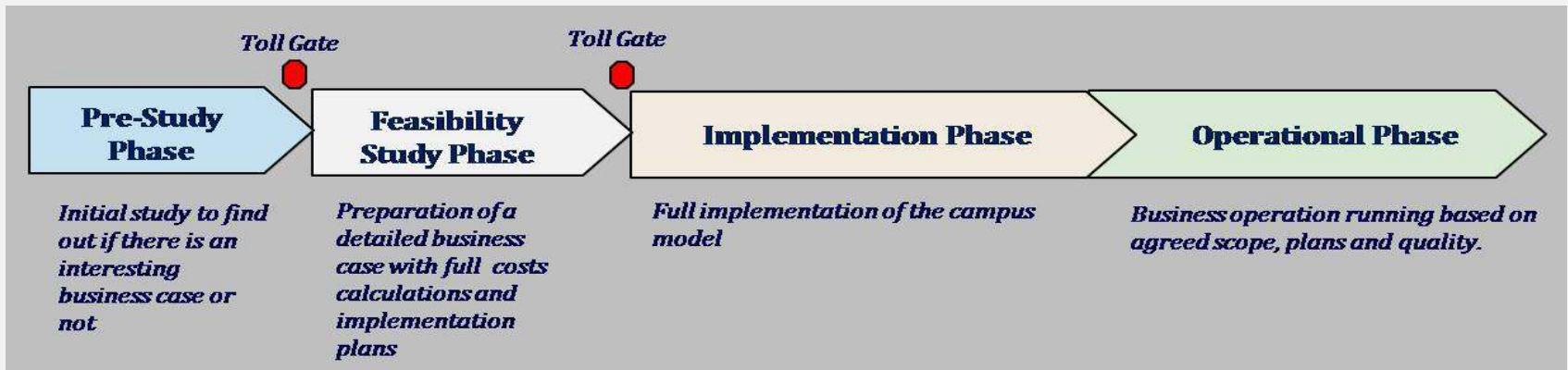
- Structured decision making
- Minimized risk taking
- Step-by-step approach



Services

- Standard packages
- Customized services
- Partners

Services matching all process steps



NSIC Services

Pre-Study Phase

- ❑ Pre-Study / Business analysis of a China establishment

Feasibility Study Phase

- ❑ Market research, cost analysis
- ❑ Legal and financial advice
- ❑ Business partner search and identification

Implementation Phase

Full implementation of the start up in China

- ❑ Company registration, bank accounts etc.
- ❑ Recruitment of key personnel
- ❑ Contacts with authorities

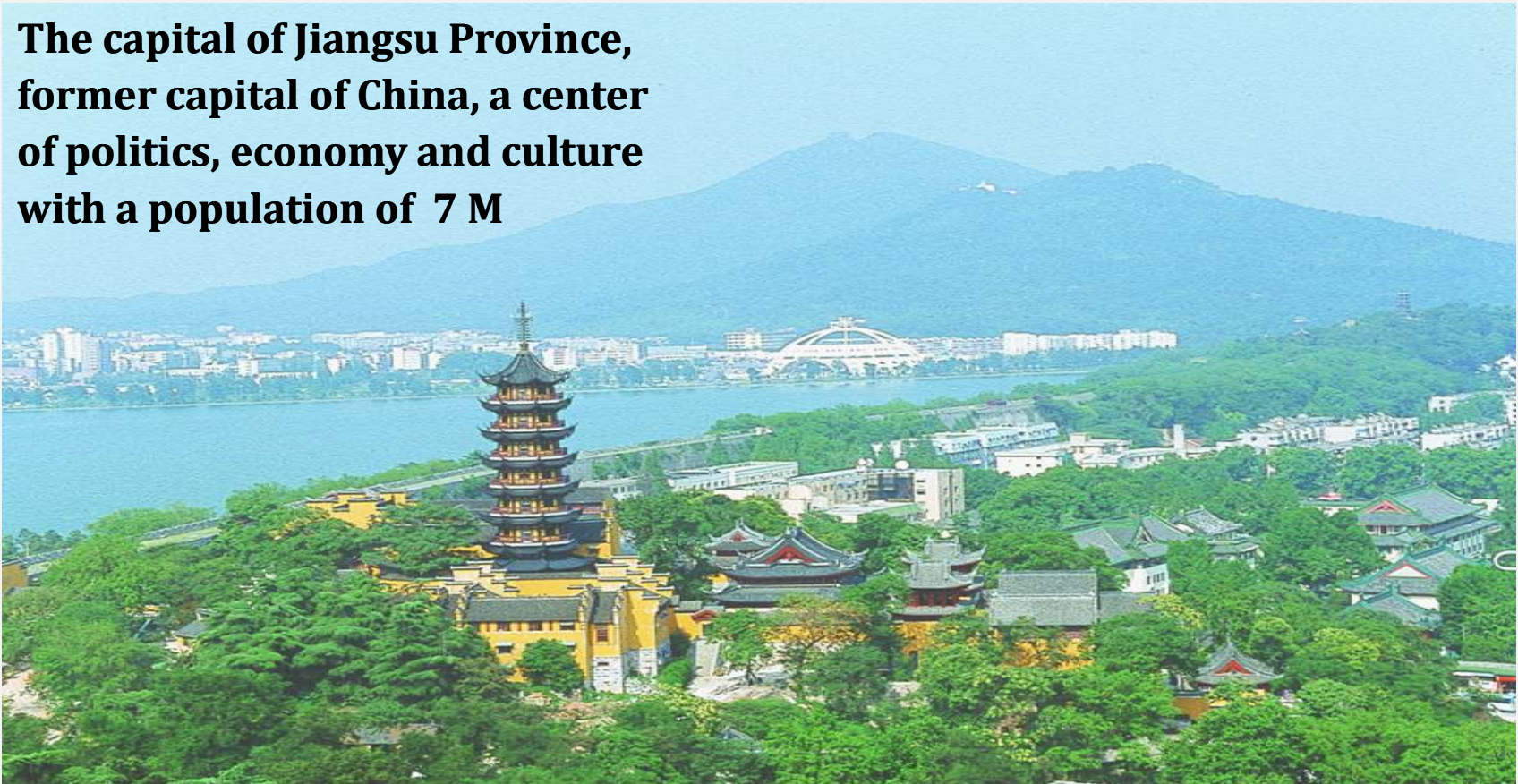
Operational Phase

Start up, tuning and ongoing operation

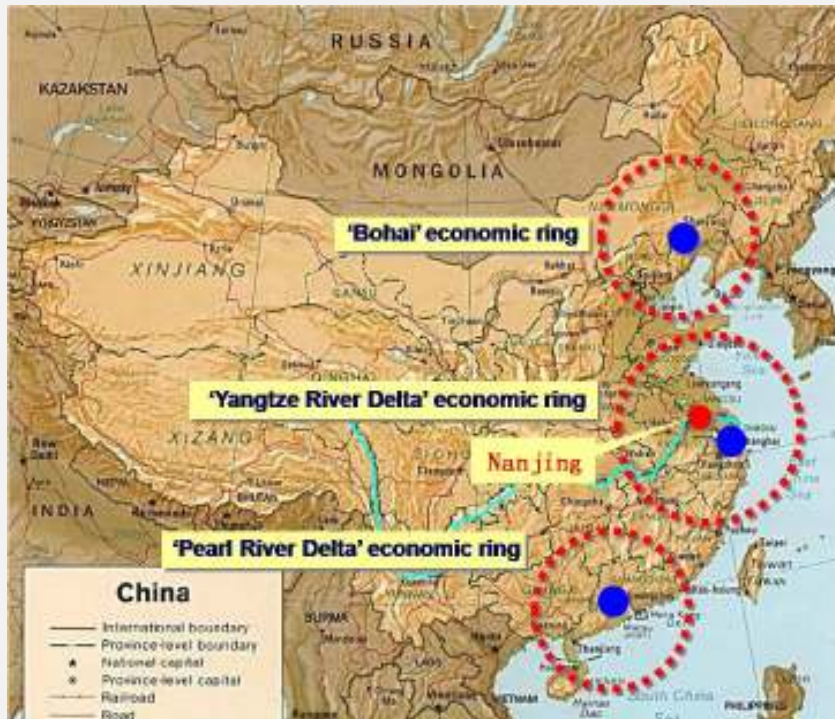
- ❑ Outsourced administrative services - accounting, Import/export administration, IT services
- ❑ Ongoing, on-site business support

Nanjing

**The capital of Jiangsu Province,
former capital of China, a center
of politics, economy and culture
with a population of 7 M**



Central business location in the Yangtze River Belt



- ❑ 2 – 1 hours from Shanghai
- ❑ Easy access to Shanghai, Jiangsu, Anhui and Zhejiang.
- ❑ One of the key regional cities with a favorable cost structure
- ❑ Strategic logistics hub with well developed logistics infrastructure (highway, rail, water and air)
- ❑ Ranked as no. 3 as “The best commercial city in Chinese mainland” by Forbes 2007
- ❑ Forth largest university city in China

One of the top four university cities in China



- ❑ 48 general universities and colleges
- ❑ 500,000 undergraduate students, 25,000 post-graduate students and 150,000 graduates every year
- ❑ >100 research institutions
- ❑ Won the title of “the Model City of Science and Education” for three times.



Signing ceremony between Nanjing University and Linköping University in Sweden

A important part of China's industry and economy



- ❑ Traditional industries are petrochemicals, electronics, automobile, steel, and power.
- ❑ R&D and SW development industries are increasing rapidly due to the universities and availability of qualified engineers.
- ❑ Electronic and chemical industry ranks no. 2
- ❑ One of the hubs for automotive
- ❑ One of 10 largest airports in China with 11 international lines
- ❑ Largest river harbor in Asia



Nanjing Jiangning Science Park

Hi-tech Garden City and Technology Innovation Base



- ❑ Established 1994, state-level 1997
- ❑ Excellent location between the city and the airport
- ❑ Strong ambition to create a good and clean environment.
- ❑ College town with 12 universities and colleges
- ❑ Well developed infrastructure (roads, power, water, gas telecom etc.)
- ❑ Subway in 2009
- ❑ High speed train station between Shanghai and Beijing in same area.

(Part of Nanjing Jiangning economic & Technical Development Zone)

International business profile



- ❑ 1800 invested enterprises from 42 countries
- ❑ 38 of Forbes top 500 enterprises
- ❑ Some Scandinavian companies in Nanjing: ABB (China) Ltd, Astra Zeneca, Autoliv, Ericsson, Atlas Copco, SCA, Janson Timber Co., Hydropulsor, Oriflame, Akzo Nobel, S2 Tradebridge and Exel Composites.

Modern lifestyle – more than industries



- Residential areas
- International schools
- Hospitals
- Sports arenas
- Hotels, Restaurants
- Golf course



NSIC Location in Nanjing Science Park



Summary & Conclusion



NSIC and Nanjing Jiangning Science Park Offers:

- ❑ Excellent location for running a business.
- ❑ Good availability of qualified personnel
- ❑ High standards office and manufacturing facilities
- ❑ Easy and safe establishment for medium and smaller companies.