



2020

IPIEC 全球**百强**新奇特产品及**十强**科创项目

征集方案介绍

The World's **100** New, Extraordinary & Special Products

TOP **10** Technovative Projects

IPIEC GLOBAL 2020 Selection Program

汇桔网 WTOIP

2020.07 July 2020



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IPIEC GLOBAL 简介 About IPIEC Global



名称 Name:

2020年IPIEC国际中小企业创新创业大赛

Intellectual Property Innovation & Entrepreneurship Contest Global 2020 (IPIEC Global 2020)

主题 Vision:

创新机遇在中国

Make Your Story Happen in China

目的 Mission:

搭建中外产业技术/商贸对接平台，赋能中小企业创新发展

To establish a matchmaking platform of the innovation and trade between China and global markets

大赛主办单位 Mainly Organized By :

汇桔网

WTOIP

IPIEC GLOBAL简介

About IPIEC GLOBAL

IPIEC GLOBAL走过的“三年”历程

IPIEC Global Have Made Tremendous Achievements For The Past Three Years



2017



2018



2019



IPIEC GLOBAL简介

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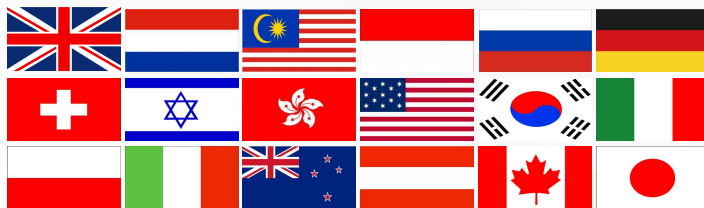


踏足**18**个国家和地区

18 countries/areas participated

分赛场举办国家/地区 **Countries/Areas** : 英国, 俄罗斯, 德国, 瑞士, 以色列, 美国, 澳大利亚, 韩国, 东盟 (马来西亚、印尼), 伊朗, 中国香港。

Countries/Areas : UK, America, Germany, Switzerland, Australia, Italy, Ireland, Poland, Canada, Austria, Netherlands, Russia, Israeli, Japan, Asean (Malaysia, Indonesia), South Korea, China HongKong



参赛项目**4163**个

4163 Submitted Project Entries

覆盖**53**所知名高校和研究所、**182**个创新机构及行业商协会

53 technology transfer institutions and more than 182 universities and research centers

参赛高校代表 **Contestants from World Famous Universities** : 哈佛大学, 苏黎世联邦理工学院, 马克斯-普朗克研究所、慕尼黑工业大学。

Contestants from World Famous Universities : Harvard University, Zurich Federal Institute of technology, Max Planck Institute, Munich University of Technology, etc.

覆盖**50000+**人次

50000+ Persons covered



IPIEC GLOBAL简介

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IPIEC走过的“三年”历程

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参赛选手路演现场

Ontestants on The Roadshow



国内巡回企业参观，累计巡回
10个城市

Tour Visit to China
Enterprises During China
Round-Trip in 10 Cities



对接会：面对面洽谈，累计对接274
个需求

Face to Face : Matchmaking
Conferences , 274 matchmaking
opportunities with China
Companies and Institutions



签约仪式达成合作意向，
累计签约103单

LoI Signing Rituals ,
103 LoI signed during
the Contest for the
past 3 years



AR+ 图书应用

AR+Book Apps

广州励弘文创旗舰园引进成立合资公司，无缝驳接励丰文化业务，订单超过**500万**人民币

Leahong offered offices and sales channels to Victoria from South Korea together with a profit share alignment with the company. Victoria finally gained total order amount of **RMB5 million**.



韧带修复技术

Repair ACL Injuries



ZuriMED与海口高新区合作，在海口成立海南苏州生物科技有限公司
ZuriMED and Haikou High-Tech Zone achieved successful business result under the cooperation agreement that ZuriMED established a new company "Hainan Susheng Bio-Technology Co., Ltd" in Haikou city..



碳纤维增强材料

CFRP Materials

香港科技大学杨晶磊教授与林至科技开展产学研合作，合作金额**230万**
Linzhi Tech reached cooperation agreement with Hong Kong University of Science and Technology (HKUST) and finally received the official tech funding worth **RMB2.3 million** applied by WTOIP professional team.



深耕知识产权10年

汇桔为企业与创新创业者定制全面的知识产权解决方案，业务囊括**商标、版权、专利、科技项目申报和技术转移**等模块，充分发挥“互联网+”知识产权大数据服务优势，破解客户创造、运用、维护知识产权过程中的各种问题，实现线上线下融合的全方位服务模式。汇桔通过IPIEC面向全球遴选新奇特产品，在中国首家IP产品电商平台——**知商汇选**进行首发。我们旨在为全球中小企业进入中国市场提供一站式解决方案，包括OEM，供应链，销售渠道，营销支持等。

IPIEC GLOBAL 主办方介绍

Main Organizer of IPIEC Global

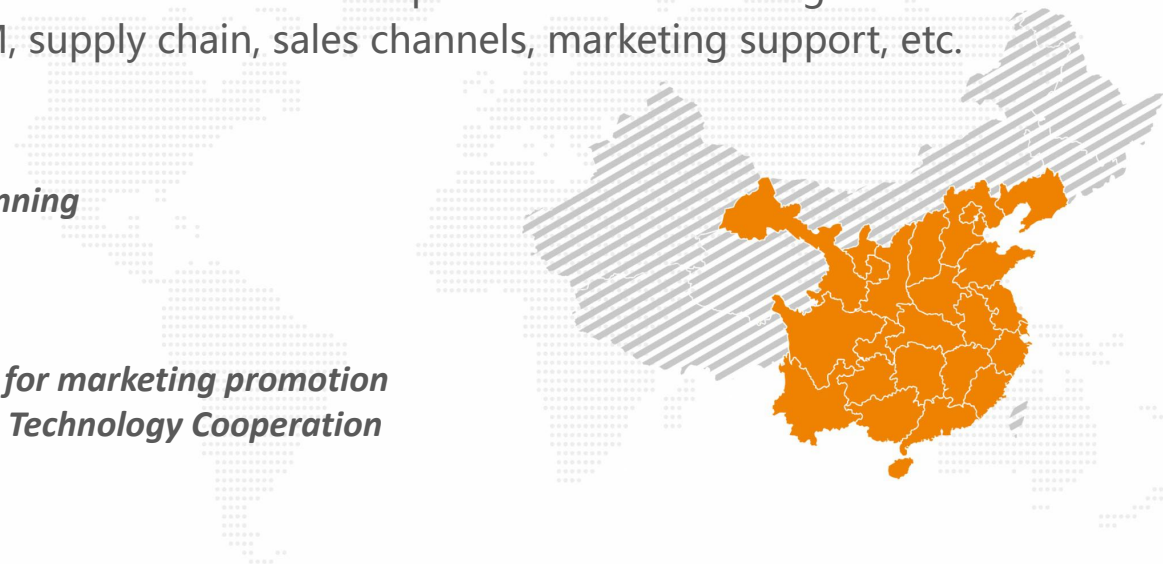


WTOIP, rooted in mainland China, is recognized for the extensive experience and excellence in the provision of personalized service in all areas of **Intellectual Property** and **technovation services**. We found our firm in 2009 and by the end of 2019, we have assisted our clients in handling over **600,000 trademark** registration and **143,000 patent** applications. We were ranked fourth in the 1st quarter of 2020 for the trademark application amount.

Through IPIEC, WTOIP select inventions to launch at **Huixuan Global**, China's first e-commerce platform focusing on selling products with Intellectual Property rights, created by WTOIP. With IPIEC contest and Huixuan, we aim to empowering world SMEs with a one-stop solution for entering the China market which covers OEM, supply chain, sales channels, marketing support, etc.

OUR SERVICES

- **IP Strategic Planning**
- **Trademarks**
- **Patents**
- **Copyrights**
- **Huixuan Global for marketing promotion**
- **Technovation & Technology Cooperation**



IPIEC GLOBAL简介

About IPIEC GLOBAL

IPIEC GLOBAL参与方介绍

Related Parties of IPIEC



国内、外合作机构积极参与

Corporate partners and institutions home and abroad actively join the contest



投资机构，媒体高度关注

Investors and media are greatly attracted to the contest



2020 IPIEC GLOBAL

Make your story happen in China



2020年全球深受新冠肺炎疫情的影响冲击，IPIEC GLOBAL向全球征集并挑选全球百强新奇特产品及十强科创项目，助其对接落地中国，提供知识产权及中国市场本土化生产销售的全链条服务，帮助企业减轻全球疫情带来的冲击。

WTOIP collect and choose the world's 100 new, extraordinary and special products & top 10 technovative projects to launch in China in order to empower markets home and abroad and to help enterprises overcome difficulties during and after the period of the COVID-19.

IPIEC GLOBAL 2020 赛事亮点

Highlights of IPIEC Global 2020



亮点一：整体化解决方案

Highlight 1: Holistic Solution

为产品/项目提供进军中国市场的一站式解决方案，包括寻找OEM和提供对接。

One-stop solutions for your product/project launch in China including OEM sourcing & market entry support

亮点三：首次分设组别

Highlight 3: Contestants divided into two categories: projects and products

首次设立产品组及项目组。根据不同组别，有针对性地帮助企业进入中国市场

Facilitate enterprises worldwide with clear focus and guidance for whom with an aim to enter the China market

亮点二：专业化IP保护

Highlight 2: IP Featured

提供专业的知识产权指导和服务，帮助企业在全方位受到知识产权保护的情况下开拓中国市场。

Provide IP guidance and services to help enterprises worldwide explore the China market with full protection of intellectual property

亮点四：多样化营销推广

Highlight 4: Comprehensive Media Metrics

通过直播销售及短视频等多种形式进行营销推广，保障产品获客、曝光及销售，构建营销裂变新生态。

Live streaming & short videos are pretty popular marketing tools around China, which will be fully adopted in the products/projects presentation with comprehensive social media metrics to help drive sales



7月赛事启动

Jul. Start of the contest

- A. 官网开通报名渠道
- B. 大赛分设产品组和项目组，全球征集
- A. IPIEC Global2020 kicks off
- B. Call for global technovative products/projects with separate categories

10 - 11月赛事结果公告

From Oct. To Nov. Selection Results Announcement

遴选全球百强新奇特产品，全球10强科创项目
Announcement of the final selection of world' s 100 new, extraordinary and special products in the Product Category AND world' s top ten technovative projects in the Project Category

step
2

step
4

7-10月赛事开展

From Jul. to Oct. Collection and selection of products/projects

面向全球征集新奇特产品及科创项目

Collect and select global new, extraordinary and special products/technovative projects

step
1

step
3

11或12月IPIEC全球总决赛

Nov. or Dec. Grand final of the contest

各类奖项总决选

Grand finale

IPIEC GLOBAL 2020参赛条件及方式

Requirements & Methods to join IPIEC Global 2020



参赛条件：

- ✓ **参赛者来自境外**，并符合国内外法律法规及国家产业政策、经营规范、社会信誉良好，无不良记录；
- ✓ 参赛企业及其产品/项目**拥有自主知识产权**，不侵犯任何第三方知识产权；
- ✓ 产品组：参赛商品必须是**面向消费者市场**的成熟型产品，有创新有创意；
- ✓ 项目组：参赛项目必须**拥有自主核心技术**和成熟的原型；
- ✓ 参赛者应**有真实意愿进入中国市场**。

参赛方式：

- ✓ 直接在IPIEC GLOBAL大赛官网在线报名；
 - ✓ 通过IPIEC GLOBAL官方授权的全球合作伙伴报名参赛；
- 说明：按大赛组委会要求成功递交产品/项目资料后即视为报名成功。*

Requirements：

- The contestants **shall come from foreign countries or areas (outside of China mainland)** and conform to China and the original countries or areas in terms of laws and regulations, national industrial policies;
- The contestants and their products/projects **must have independent intellectual property rights** and must not infringe any third party on intellectual property rights;
- **Products Category:** It must be finished products **for to C market** with innovativeness, speciality and creativity;
- **Projects Category:** It must own **core technology** and mature prototype;
- The contestants should have **strong wills to enter the China market**.

Registration Methods：

- Submit registration on IPIEC official website
<https://ipiecglobal.wtoip.com/ipiecglobal/en>;
- Alternatives of registration channels include global corporate partners licensed by IPIEC Global Committee;

Submission of the product/project information required and validated by IPIEC Global Committee shall be deemed as the successful application for the contest.

产品组参赛要求

DEFINITION & REQUIREMENT

IPIEC GLOBAL 2020 产品组参赛要求

IPIEC GLOBAL 2020 PRODUCT ENTRY REQUIREMENT



产 品
组



Project
Category



产品组的产品主要面向C端零售市场。

- **知识产权要求**：参赛产品在所属领域或产品类别具有独创性，新奇性，独特性，具有优于同类产品的竞争力、拥有知识产权，且知识产权归属权清晰；
- **中国市场要求**：有意在中国市场销售，或具有清晰的合作诉求，有计划在中国寻找产品代理合作，或者寻找OEM厂商，或者成立合资公司共同开发新产品线等；
- **产品要求**：a. 优先选取已经在中国市场进行一般贸易的国际商品。b. 已经在海外实现量产，并能通过跨境贸易的方式进入中国。c. 已经在海外有成品并在当地销售，需要在中国寻找OEM代工进行规模化生产和销售。d. 有意进入中国市场的成品且有市场种子用户，已具备为中国客户供货的基础。（以上，符合其中一个条件即可。包括商标未在中国境内注册、或未在中国办理入关和食品许可证的参赛者，可联系大赛主办方汇桔网办理）
- **产品法律要求**：报名参赛产品不存在违反其所在国家及地区的相关法律现象；
- **产品授权推广要求**：除特殊说明外，所提供产品介绍材料均默认授权大赛组委会在全球范围内推广宣传。

DEFINITION: Products or goods in the product category shall refer to the retail market targeting consumers in sectors ranging from technology innovation, cultural creativity and education to household & life, etc.

REQUIREMENT:

Intellectual property requirements: Products for the contest should be with originality, novelty, uniqueness and competitiveness compared with similar products. Also products should have intellectual property rights and possess clear ownership of the intellectual property rights.

China market requirements: Product contestants should be interested in selling their products in the China market, or have a clear demand for developing their products in China, e.g. seeking an suitable agent or an OEM manufacturer, establishing a JV to co-develop a new type of product, etc.

Product requirements: (A) The selection priority shall be given to international commodities that have followed the general trade rules in China. (B) Products of mass production that have already traded in China following the cross-border trade rules are welcomed. (C) Finished products that are sold in the local country and need to find an OEM partner in China for the large-scale production and sales are welcomed. (D) Finished products with an intention to enter China as well as seed users in the local market, have a foundation of the delivery chain ready to serve the Chinese customers. *[If you meet one of the above qualifications, you are qualified to register for the contest in the product category. If your products lack of trademarks registered in China, or lack of required license for the import or export in China, you can contact us for paid service to help handle those problems and register for the contest as well.]*

Legal requirements: The registered products should not violate the relevant laws of the local country and region.

Authorization and promotion requirements: Unless otherwise specified, product materials offered by the contestant are authorized to the contest committee and shall be used and released to the public worldwide by default.

项目组参赛要求

DEFINITION & REQUIREMENT

IPIEC GLOBAL 2020 项目组参赛要求

IPIEC GLOBAL 2020 PROJECT ENTRY REQUIREMENT



项 目 组



Project Category



项目组的项目主要面向B端市场，例如：园区落户，企业技术合作，寻求投资等。

- **知识产权要求**：参赛项目在所属行业具有创新性，具有行业竞争力、拥有知识产权，且知识产权归属权清晰；
- **中国市场要求**：有意进入中国市场并具有清晰的合作诉求，有计划在中国设置分支机构或者与中国合作伙伴合作，或者为中国客户提供产品或者解决方案；
- **项目进展要求**：已经进入商业化推广阶段，有市场种子用户或者产品/解决方案已具备为客户提供的基础；
备注：医学领域项目例外，进入临床1期实验项目可报名参赛；
- **项目法律要求**：报名参赛项目不存在违反其所在国家及地区的相关法律现象；
- **项目授权推广要求**：除特殊说明外，所提供项目介绍材料均默认授权大赛组委会在全球范围内推广宣传。

DEFINITION: Projects in the project category shall refer to business organizations such as enterprises, industrial parks, investors and so on. The project owner should own the core technology of your project.

REQUIREMENT:

Intellectual property requirements: Projects for the contest should be innovative and competitive among the industry, and should have intellectual property rights and possess clear ownership of the intellectual property rights.

China market requirements: Project contestants should be interested in launching their projects in China, or have a clear demand for the cooperation in China, e.g. planning to establish a branch company, seeking for a JV partner or providing products or solutions for Chinese clients, etc.

Period requirements: Projects that have entered the period of commercialization application, own their seed users, or have a foundation of offering products/solutions to Chinese clients, are welcomed to join the contest, except for the projects in the medical care or medicine sector. The experimental projects of clinical phase 1 are qualified for the contest registration.

Legal requirements: The registered projects should not violate the relevant laws of the local country and region.

Authorization and promotion requirements: Unless otherwise specified, project materials offered by the contestant are authorized to the contest committee and shall be used and released to the public worldwide by default.

产
品
组



全球百强新奇特产品 可获得价值**USD6500**的中国一站式营销服务包，内容包括：

World's 100 new, extraordinary and special products are entitled to a one-stop solution of marketing service package valued at **\$6500.00**, including:

1. 知识产权保护

Protection of Intellectual Property

免费获得中国商标、外观专利申请各1件，额外IP服务需求享受服务费 5 折优惠
Free registration of one trademark and one design patent application in China.
If for extra registrations, winners are offered 50% discount on the service fee.

2. 资质办理咨询

Consultation on qualifications of china market entry

通关手续、特殊商品许可、检验检疫等中国市场进口资质相关手续的咨询
WTOIP offers consultation service for the application of exporting to China such as import & export rights, customs clearance procedures, special commodity licensing, inspection and quarantine, etc.

3. 生产资源对接服务

Matchmaking for Manufacturing Productivity

汇桔推荐符合资质的国内优质OEM制造商供选择，并协助对接
WTOIP helps offer alternatives of OEM manufacturers for the matchmaking of selected product/project contestants.

4. 销售渠道搭建

Marketing Promotion

中国首家IP产品电商平台——知商汇选，线上线下多渠道推广销售，例如：微信、抖音、小红书、社群等
WTOIP set up Huixuan Global which combines sales resources online and offline (such as wechat, tiktok, little red book and social group, etc.) to facilitate selected product contestants.

5. 知识产权管理培训

Professional training on the protection and management of intellectual property

完成培训课程，主办方颁发证书
Training participants who finish all the courses are issued a qualified certificate by the course organizers.

项目
组



全球十强科创项目 可获得价值**USD6000**中国推广落地服务包，内容包括：
World' s top 10 technovative projects are entitled to a one-stop solution of China market-entry service package valued at \$6000.00, including:

1. 项目包装
Project Packaging

1.1 亮点提炼、项目海报制作。
Project highlights extraction; Project posters design;

2. 项目推广
Project Promotion

2.1 微信公众号推广：IPIEC国际双创赛、汇桔网、技术转移直通车等公众号推广；
Promotion on the matrix of wechat official accounts: eg.IPIEC, WTOIP , Technology;
2.2 社群推广：微信群、朋友圈、H5推广；
Social groups promotion: wechat groups, social communities, etc.;;
2.3 项目对接会：根据项目所属领域、优势与国内科创城市对接需求，举行线上/线下项目路演对接会；
Online / offline project matchmaking conferences: based on the sectors and advantages of the projects to match the needs of domestic enterprises in China;
2.4 海外社交媒体推广：领英、脸书、推特等社交媒体发布推广；
Promotion at international social media: Linkedin, Facebook, Twitter, Youtube, etc.;;
2.5 IPIEC官网项目专题页、Banner展示。
Display on IPIEC official website

4. 知识产权管理培训
Professional training on the protection
and management of intellectual
property:

完成培训课程，主办方颁发证书。
Training participants who finish all the courses are issued a qualified certificate by the course
organizers.



全球三强科创项目可获得价值**USD 20000**中国推广落地服务包，内容包括：
World' s top 3 technovative projects are entitled to a one-stop solution of China market-entry service package valued at \$20000.00, including:

1.项目所属领域中国市场调研分析报告及商业模式设计计划书：

A market research and analysis on a certain sector in China and a business model design proposal

2. 项目包装

Project packaging

2.1 亮点提炼、项目海报制作、推文撰写。

Project highlights extraction;Project posters design; Feature articles for Project promotion;

3. 项目推广

Project promotion

3.1 推广：① 微信公众号推广：IPIEC国际双创赛、汇桔网、技术转移直通车等公众号推广；②社群推广：微信群、朋友圈、H5推广；③海外社交媒体推广：领英、脸书、推特等社交媒体发布推广；④ IPIEC官网项目专题页、Banner展示。

Promotion：①Promotion on the matrix of wechat official accounts: eg. IPIEC, WTOIP , Technology Transfer, etc.;

②Social groups promotion: wechat groups, social communities, etc.; ③Promotion at international social media:

Linkedin, Facebook, Twitter, Youtube, etc.; ④Display on IPIEC official website;

3.2 项目对接会：根据项目所属领域、优势与国内科创城市对接需求，举行线上/线下项目路演对接会；

Online / offline project matchmaking conferences: based on the sectors and advantages of the projects match the needs of domestic enterprises in China;

4. 知识产权保护与管理培训

Protection of intellectual
property

①免费获得中国商标、实用新型专利申请各1件；额外IP服务需求享受服务费5折优惠；② 知识产权保护及管理的培训：完成培训课程，主办方颁发证书。

①Free registration of one trademark and one utility model patent application in China. If for extra registrations, winners are offered 50% discount on the service fee; ②Professional training on the protection and management of intellectual property: Training participants who finish all the courses are issued a qualification certificate by the course organizers;

关于“知商汇选” About Huixuan Global

自2017年举办首届IPIEC Global以来，通过大赛从全球征集创意创新的技术及项目，为海外企业提供多元化的渠道及专业对接服务，帮助他们进入中国市场。2020年，基于积累多年的经验和知识产权专业知识，我们创建了中国首家IP产品电商平台——**知商汇选**，成为企业新产品首发及销售的首选平台。

By organizing IPIEC Global, WTOIP aims to help launch valuable projects/products to the China market. We have long been focusing on offering valuable channels to help sell products for our clients. HUIXUAN GLOBAL, an idea and a promising chance, came across our mind that based on our past experience and IP expertise, we have created China's first e-commerce platform focusing on selling products with own intellectual property rights.

今年在全球深受新冠肺炎疫情影响下，IPIEC Global特意设立产品组和项目组，并引入知商汇选专门为全球百强新奇特产品进入中国市场打开通路，不仅让产品与中国消费者高效连接，还提供知识产权及中国市场本土化生产销售的全链条服务，帮助企业实现海外与国内市场的双重“赋能”。

This year, WTOIP will help 100 selected products to launch at Huixuan Global. This is a brilliant beginning that we attach ourselves with the selected products, by offering added value and limitless opportunities to them.

“知商汇选”平台简介

Huixuan Global - Your gate way for the product launch in China
A distinctive e-commerce channel for selling IPIEC 100 selected products



关于“知商汇选” About Huixuan Global

赋能全球新奇特产品在中国销售 What do Huixuan Global do to empower your business?



多维度营销推广，提升知名度与销量

Multi-dimensional marketing & promotion to help increase brand awareness and boost your sales

预售/团购/社交裂变/公众号等

Collective buying/ pre-sale/fission marketing methods adopted in community/ agent / wechat channels and others, etc.



汇选平台个性化商品包装
Marketing promotion on Huixuan Global

卖点提炼、文案/商品详情页等

Feature pages /USP planning, etc.



平台直播带货

Live webcasting service for merchants to marketing and sell their products

引入中国目前最火的营销方式进行产品推广
It's extremely hit and effective marketing tools that help drive sales in China



知识产权保护增值服务

Added value of intellectual property protection

如需资质认证/维权，平台提供专业咨询及方案（费用另议）
Huixuan Global offer fully professional advice and services of IP protection to help merchants avoid infringement and other IP law issues(extra payment is required)



知商汇选
Huixuan
Global.com



参赛报名

Register For The Contest

IPIEC 全球百强新奇特产品及十强科创项目征集 Select World' 100 New, Extraordinary and Special Products & Top 10 Projects

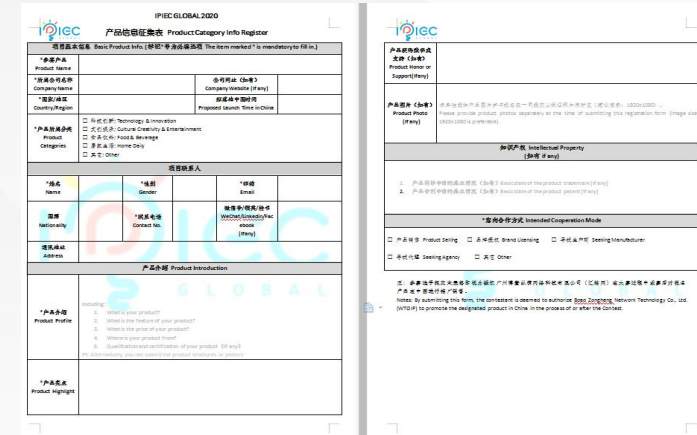


如果您有项目/产品，我们欢迎您报名参赛，如果您的朋友有项目/产品，我们欢迎您推荐他/她们报名参赛。参赛者可以通过大赛官网直接报名，也可以直接把报名材料(报名表+项目BP/产品介绍)发到组委会邮箱。

Therefore, if you' ve projects/products, we cordially invite you to join IPIEC Global 2020. Also we highly recommend that you nominate or introduce your friends to join our contest if they' ve got new projects/products. **Contestants can register for the contest via our official website or submit your information (Register Form+Project BP/Product Introduction) via the committee email box.**



大赛官网
IPIEC official website



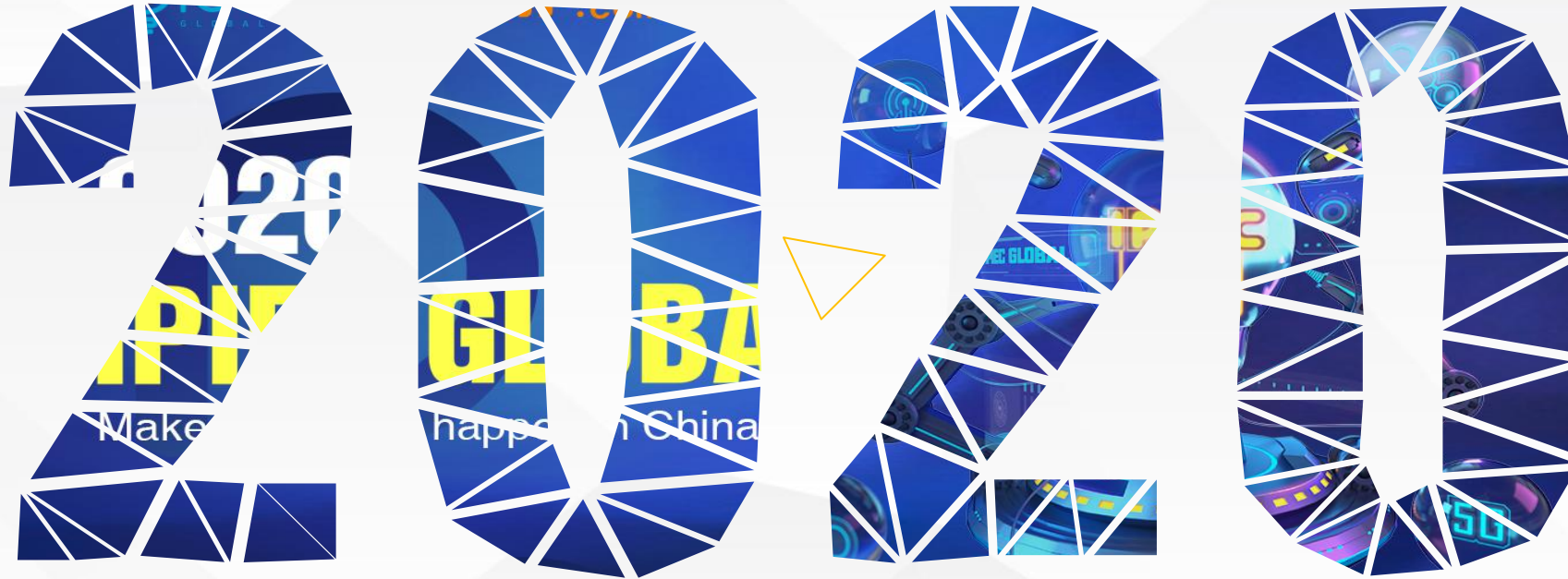
大赛报名表
IPIEC Info Register

大赛官网 IPIEC official website

<https://ipiecgloba1.wtoip.com/ipiecgloba1/en>

组委会邮箱 committee email box

ipiecgloba1@wtoip.com



Make Your Story Happen in China