

## **Introduction of EU-China Industrial and Commercial Investment Promotion Union**

Under the guidance of the EU-China Urbanization and Industry Sustainable Development Joint Committee, initiated by the China Investment Promotion Agency (CIPA) of the Ministry of Commerce, on the basis of the in-depth exploration of the needs of EU-China Industrial and Commercial Investment Promotion Union (ECIPU) and its member units, ECIPU applies the new investment promotion philosophy to fully utilize the authority and credibility of the government through the model of "government - business association - enterprise". And with the help of the appeal, cohesion and communication platform of the ECIPU, oriented by the demand of enterprises, guaranteed by the practical and efficient work measures, it integrates resources, creates complementary advantages, and forms synergies to build a high standard, multilevel, wide-field, multichannel international investment promotion and cooperation platform.

Through the 2 brand activities of "China-Europe Urbanization and Industrial Sustainable Development International Forum" and "EU-China International Innovation and Entrepreneurship Competition", 3 types of characteristic service of "overseas inn,

project promotion, think tank service" and 6 series activities of "industry seminar, business docking, park investment, project roadshow, business study, city promotion", ECIPU provides its member units with orientated configuration information database and project library resources, so as to achieve the project investment and to promote the value of international cooperation.

The China-Europe Urbanization and Industrial Sustainable Development International Forum is jointly organized by ECIPU and the relevant Chinese and European partner institutions, publishing leading dynamics, industrial trends and quality projects of China-EU urbanization cooperation, establishing a high-end dialogue platform for government, park, business association and industrial leading enterprises. The forum was supported by institutions such as the United Nations Industrial Development Organization, the Delegation of the European Union to China, the City Center of the National Development and Reform Commission, the China Investment Promotion Agency (CIPA) of the Ministry of Commerce, the Embassy of Germany in China, the Embassy of Hungary in China, the Embassy of Denmark in China, Innovation Norway, the EU Small and Medium Enterprises Center, DENA, China Real Estate Chamber of Commerce, the service platform of German Industry & Commerce , and the European Union Chamber

of Commerce in China.

"EU-China (Energy-saving and Environmental Protection) International Innovation and Entrepreneurship Competition" actively responds to "One Belt One Road " and the development strategy of mass entrepreneurship and mass innovation. Relying on China's large market, it is initiated, planned, organized and implemented by ECIPU and China Environment Chamber of Commerce, Innovation Norway, CDB Capital - CDB Scientific Innovation Investment Co. Ltd., Swedish Environmental Research Institute, Danish Cleantech Hub and other China-EU multilateral and bilateral international investment promotion organizations, industry associations, industrial clusters, science and technology parks, local governments, universities and institutions. The Competition is committed to building the brand international cooperation platform of technology, project, talent, market and capital through improving the development of innovative technology, promoting international project cooperation, serving the innovation of small and medium-sized enterprises, strengthening the two-way communication of high-level talent, and activating the innovative and entrepreneurial vitality of universities.