AUSTRALIAN BLOCKCHAIN MISSION TO SHANGHAI & TAIPEI 2018

Unlock opportunities to collaborate with industry pioneers in the world's largest blockchain ecosystem. Gain insights on the latest trends, drive commercial solutions and navigate the regulations of the new economy.

ABOUT THIS MISSION

Austrade and the Australian Digital Commerce Association (ADCA) invite Australian businesses involved in blockchain technology to join the **2018 Australian Blockchain Mission to Shanghai and Taipei.** Leveraging Austrade and ADCA's networks, two bespoke programs will be delivered with introductions to help you grow your business.

CORPORATE TRACK	SCALE-UP TRACK
✓ Meet Chinese corporate executives leading blockchain innovation	✓ Connect with the local blockchain ecosystem
✓ Engage with leading Chinese financial institutions	✓ Pitch to Chinese VC investors and corporates
✓ Participate in closed-door industry-regulatory roundtable	✓ Join our China-ready Bootcamp
✓ Attend the 4th Wanxiang Global Blockchain Summit	✓ Attend the 4th Wanxiang Global Blockchain Summit
Who should attend?	
➢ Corporates evaluating blockchain-based innovation opportunities	➢ Scale-ups with PoC, decision makers
➢ Financial institutions, executive level	➢ Companies looking to expand into the region
➢ Regulators and policy makers	➢ Companies looking for co-development partners and/or capital
➢ Venture capital funds	

Important: This mission is focused on business-model innovation using blockchain technology. Marketing of cryptocurrencies or ICOs is NOT permitted given the ban in China.

Cost		
* Shanghai	**$3,750 per person for corporate track**	**$2,925 per person for scale-up track**
Taipei	**$1,000 (additional)**	

* Shanghai cost includes ticket to Wanxiang Global Blockchain Summit.

Important information

Dates:

* China Bootcamp 8 - 10 Sep

   Shanghai   10 - 12 Sep

* Taipei   13 - 14 Sep

*Optional

Location:
Shanghai and Taipei

How to Apply

Apply at
www.austrade.gov.au/adcablockchain2018

Applications close
3 August 2018

Places are limited to 35 attendees only

Austrade will contact you to advise if your application has been accepted.

Gain Exposure

Austrade is offering a limited number of sponsorship packages for this mission.

For more information, contact:
susan.corbisiero@austrade.gov.au

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MISSION OVERVIEW

Optional: 'Doing Business in China' Bootcamp
8 - 10 September, Shanghai

Delivered by the Australian Landing Pad and the Blockchain Centre, the bootcamp will provide valuable insights and training on the realities of doing business in China. This includes sessions relevant to both corporate and scale-up delegates encompassing VC practices and navigating regulation.

Forge connections with Chinese and Australian scale-ups and potential investors and learn how to adapt your pitch for maximum impact when presenting to a Chinese audience.

Launch of the Blockchain Centre Shanghai and community networking event.

To learn more about the organisers of the Bootcamp, visit: *www.australiaunlimited.com/LandingPads | blockchaincentre.com.au/global-network | www.thexnode.com*

Pre-Summit: Corporate and Scale-up Tracks
10 September, Shanghai

For corporate delegates meet with leading Chinese financial institutions and engage in discussions with thought-leaders and key government advisors on blockchain adoption, regulation, investment and global partnerships.

For scale-up delegates pitch your company and meet with potential partners and investors.

All delegates: Site visits to China's emerging fintech unicorns and welcome dinner reception.

4th Wanxiang Global Blockchain Summit 2018
11 - 12 September, Shanghai

Showcasing global and local innovation in distributed ledger technology, the 4th Global Blockchain Summit organised by Wanxiang Blockchain Labs is the largest and most sophisticated blockchain event in China. Capped at 1,800 attendees this year, the summit will attract start-ups, investors, financial institutions and regulators.

Funded by Wanxiang Holdings, Wanxiang Blockchain Labs is China's leading investor of blockchain projects. Wanxiang was also an early investor in the Ethereum Foundation.

For more information on the Summit, visit: **www.blockchainlabs.org/week2018/index_en.html**

Optional Extension: Taiwan Blockchain Mission
13-14 September, Taipei

Two full days of activities, including a roundtable discussion with government regulatory bodies, policy makers, and accelerators; visits to top blockchain developers, leading solution providers, and peak bodies; meet-and-pitch session; and business matching. The Taiwan mission offers market insights, networking, and business opportunities.

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WHY SHOULD YOU PARTICIPATE?

- **Gain** market insights from industry briefings and roundtable meetings with corporate leaders and policy makers

- **Advance** your connections through exclusive networking functions with members and influencers of China's key blockchain industry bodies and blockchain entrepreneurs

- **Build** relationships with leading blockchain stakeholders investing in blockchain initiatives, including prominent Chinese corporations, investment firms and financial institutions

- **Accelerate** your business's potential with the Australian Landing Pad through a curated 'China Bootcamp' at the Shanghai Blockchain Centre

- **Accomplish** your goals with on-the-ground assistance from Austrade and advice on how to successfully operate in market

- **Secure** your seat at the 4th Wanxiang Global Blockchain Summit to meet with local industry pioneers and prominent international blockchain experts

- **Explore** the fast growing blockchain hub of Taipei and meet with key innovators in Taiwan's blockchain ecosystem

MARKET INSIGHTS

MAINLAND CHINA

- China has the most active digital investment and start-up ecosystem in the world, and has emerged as the world's largest investor in fintech. **Shanghai** is China's largest and most developed financial and business hub. The city has a high concentration of multinational corporations, innovation clusters, tech incubators and China's largest concentration of blockchain-related start-ups and labs, in addition to favourable government policies.

- The Chinese blockchain ecosystem is rapidly growing. According to China's Ministry of Industry and Information Technology's (MIIT) recent whitepaper, as at the end of March 2018 there was a total of 456 blockchain companies in China. Data from the World Intellectual Property Organization reveals **China was the largest blockchain patent filer in the world in 2017,** with China contributing 225 international blockchain patent applications, followed by the USA with 91 filings and Australia with 13.

- China's State Council has endorsed blockchain technology as part of an **Information Technology Reformation Strategy in China's 13th Five-year Economic Development Plan (2016-2020)** with President Xi Jinping calling the technology a "breakthrough application" in May 2018. In fact throughout 2018, Chinese local government authorities have demonstrated a pro-blockchain attitude, funding multi-billion dollar initiatives and blockchain-based networks. This has drawn increasing capital including:

  - April 2018: Hangzhou Municipal government launched a US$1.6 billion Global Blockchain Innovation Fund to finance emerging blockchain startups and announced a new subsidy policy of generous resettlement and R&D funding packages to attract blockchain talent and development teams.

  - May 2018: The largest cryptocurrency exchange in Asia, Huobi announced plans to build a "Global Cultural and Creative Blockchain Lab" on Hainan Island. This coincides with Huobi's launch of a US$1 billion dollar fund to invest in blockchain globally.

  - March 2018: The Economic, Trade and Information Commission of Shenzhen announced qualified blockchain projects would be eligible for up to RMB 2 million in local government R&D funding packages.

  - December 2017: Guangdong Pilot Free Trade Zone rolled out its first blockchain policy, adding RMB 200 million to its annual government budget to attract blockchain entrepreneurs.

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TAIWAN

- Taiwan is a technology-based economy in the global supply chain, underpinned by its world-leading ICT/semiconductor industry. It is a well-established and well-regulated market with strong IP protection to position itself at the forefront of industrial innovation. Taiwan has attracted technology giants including 47 MNCs to set up 65 R&D centres, including Google, Microsoft, IBM, Sony, ARM, Dell, Corning, working on breakthrough across AI, blockchain technology, cloud computing and other technologies.

- Blockchain is fast becoming a new cornerstone of Taiwan's industrial innovation. Successful blockchain industry leaders in Taiwan include: currency exchange (Maicoin, BitoEx), health records (DTCO), digital identity (IDGO), food safety and travel (Owlting), music distribution (Soundscape) and crypto hardware wallet (CoolBitx). The world's largest contract electronics manufacture, Foxconn Technology Group, is already manufacturing the world's first blockchain smartphone.

- Financial institutions, businesses and investors are keen to adopt the latest blockchain technology to solve their pain points, increase business efficiency, and reduce cost and risks. Besides cross-sectors solutions, blockchain technology in Taiwan also supports an active crypto market. A number of international high profile developers, including Vitalik Buterin, co-founder of Ethereum, have visited Taiwan multiple times to seek opportunities.

- The blockchain industry in Taiwan enjoys strong support from policy makers. Taiwanese legislators recently formed the "Taiwan Parliamentary Coalition for Blockchain (TPCB)" to advocate further development of blockchain technologies. In addition, the newly established "Taiwan Crypto Blockchain Self-Regulatory Organization (TCBSRO)" was initiated by a high-profile legislator. Taiwan also implemented a fintech regulatory sandbox with the world's longest potential experimentation period (3 years).

MISSION SUMMARY

The program is designed to maximise your visit. In addition to attending the Summit, Austrade will organise meetings with leading blockchain practitioners and focused roundtable discussions with influencers and innovators.

Date	Details
Optional: 'Doing Business in China' Bootcamp	**Day 1:** Saturday 8 Sep @ Australian Landing Pad Shanghai
	Day 2: Sunday 9 Sep @ Blockchain Centre Shanghai **PM:** Blockchain Centre Launch Ceremony & Networking Event
Pre-Summit: Corporate and Scale-up Tracks	**Day 3:** Monday 10 Sep **AM:** **Scale-up program** @ Blockchain Centre Shanghai **OR** **Corporate program** @ various locations **PM:** **Joint Corporate & Scale-up program** **Welcome dinner reception** with local Chinese guests
4th Wanxiang Global Blockchain Summit	**Day 1:** Tuesday 11 @ W Hotel Shanghai **PM:** Networking event
	Day 2: Wednesday 12 Sep @ W Hotel Shanghai **PM:** Program end **OR** Fly to Taipei
Optional Extension: Blockchain Mission to Taiwan	**Day 1:** Thursday 13 Sep @ various locations, Taipei **PM:** Welcome dinner
	Day 2: Friday 14 Sep @ various locations, Taipei

Note: Program details are subject to change. This mission requires a minimum of 25 participants to proceed. Austrade reserves the right to cancel the event if registration numbers are not met.

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COST OF PARTICIPATION

Austrade will coordinate your participation in the mission, including access to the 4th Wanxiang Global Blockchain Summit in Shanghai and selected optional **Doing Business in China Bootcamp** and **Taiwan Blockchain Mission program extension(s)**.

Participation costs detailed below.

City	Direct costs	Austrade service fee	Total cost
Shanghai	A$2,100 per delegate includes: • Summit fees and access • Venue hire, interpretation and catering costs for sessions, industry roundtable, and networking events • Dinner reception on 10 September • Ground transportation between dedicated events • Marketing and promotional costs, including design, editing, translation	Corporate Rate: A$1,650 (6 hours @ A$275 per hour) Scale-up Rate: A$ 825 (3 hours @ A$275 per hour) includes: • Pre-departure webinar briefing • Mission program coordination and delivery • Preparation of electronic marketing material • On-site assistance	**A$3,750 (Corporate)** **A$2,925 (Scale-up)** *A$2,100 (*Second delegate discount, scale-ups only)*
Shanghai	**Optional: 'Doing Business in China' Bootcamp (8 - 10 Sep)**		No additional cost
Taipei	**Optional Extension: Blockchain Mission to Taiwan (13 - 14 Sep)**		
	A$725 per delegate includes: • Venue hire and catering costs • Ground transportation for site visits • Marketing and promotional material	A$275 • Mission program coordination and delivery, pre-departure webinar briefing and in-market support	**A$1,000**

PAYMENT: Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter. Please refer to the event Terms & Conditions for further detail.

The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other (except for 2nd delegate of accepted scale-up/start-up as noted above).

You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Note: If your application is successful you will be required to make and pay for your own return airfare, accommodation, and other private travel arrangements. Meals are only provided where indicated.

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APPLY ONLINE

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at www.austrade.gov.au/adcablockchain2018 to have our country and industry specialists review your application. If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment. An Event Participation Kit with all the information you need to prepare for the mission will then be sent.

IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials.

KEY CONTACTS

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