



TECHWAY PARTNERS

Cross-Border Business Development & Industrial Partnerships

Connecting Technology, Industry and Market Opportunities between China and Europe

Who We Are & Our Mission

Techway Partners is a boutique consultancy focused on industrial cooperation, business development and technology collaboration between China and Europe.

- ✓ Identifying strategic partners and industrial resources.
- ✓ Facilitating execution and long-term project success.
- ✓ Bridging top-tier European innovation with Chinese manufacturing scale.



OUR EXPERTISE

What We Do

Supporting your cross-border journey from strategic scouting to commercial implementation.

Core Services: Strategic Growth

Partnership Development

Strategic partner identification

Cross-border relationship building

Business opportunity generation

Distributor and channel development

Technology Scouting

Technology sourcing

Innovation scouting

Startup identification & evaluation

IP and technology fit analysis

Core Services: **Execution Support**

Project Facilitation

Stakeholder coordination

Business communication support

Meeting management & moderation

Cross-cultural project execution

Market Expansion

Market exploration & research

Ecosystem access (Cluster networks)

Exhibition follow-up & lead conversion

Ongoing business development support

Key Industry Focus



Smart Energy

New energy storage, battery systems, and grid solutions.



Smart Mobility

Automotive components, EV tech, and future mobility.



Advanced Mfg

Industrial automation, robotics, and smart factory tech.



Innovation Tech

Emerging industrial technologies and digital transformation.



Medical Tech

Medical devices, health tech, and laboratory innovation.



Cross-Sector

Bespoke scouting for specific industrial mandates.

| Our Working Methodology



Assessment

Understand goals
and identify priorities



Identification

Source partners
and technologies



Alignment

Facilitate dialogue
and evaluate fit



Pilot

Initial project &
validation



Long-term

Build sustainable
partnerships

Project References

ESS Solution Integration

Client Challenge

An Italian energy storage company was looking for reliable manufacturing and technology partners in China to support its growth strategy.

Our Role

- Identified and evaluated potential Chinese partners
- Facilitated technical and commercial discussions
- Bridged cultural and communication gaps
- Supported partner alignment and project development

Result: Successfully facilitated the signing of an MOU between the parties, with a pilot project currently underway

Project References (Cont.)

European Innovation Scouting & Strategic Collaboration

Client Challenge

A Chinese listed company sought access to emerging European technologies and innovation opportunities aligned with its long-term growth strategy.

Our Role

- Identified and screened relevant technology companies and startups
- Facilitated introductions and strategic discussions
- Coordinated communication between technical and business stakeholders
- Supported preliminary technology and commercial evaluation

Result: Advanced the project to prototype testing and initial technology validation, creating a solid basis for future collaboration and investment assessment.

Project References (Cont.)

European Distribution Channel Development

Client Challenge

A Chinese medical device company sought to establish its first distribution channel in Europe and identify suitable local partners.

Our Role

- Identified and evaluated potential distributors
- Developed a targeted shortlist based on market fit
- Facilitated introductions and product presentations
- Supported commercial discussions and follow-up activities

Result: Successfully connected the client with a qualified European distributor and initiated the first phase of market development activities.

Engagement Models

Model	Characteristics	Best For
Project-Based	Clear targets, milestone-driven execution.	Sourcing mandates / Short-term GTM
Milestone-Based	Step-by-step commitment, risk sharing.	Market entry / Joint-Ventures
Retainer Support	Agile support, ongoing business liaison.	Communication / BD management
Strategic Partnership	Sustainable ecosystem building.	Long-term industrial collaboration

| Why Techway Partners

- ✓ **China-Europe Network:** Direct access to industrial and innovation ecosystems.
- ✓ **Execution-Oriented:** From initial introduction to full project implementation.
- ✓ **Flexible Collaboration:** Tailored engagement models to fit client needs.
- ✓ **Cross-Cultural Understanding:** Bridging business practices across regions.

"Our mission is to tear down the barriers of cross-border industrial integration."

GET IN TOUCH

Building Partnerships Beyond Borders

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📍 China • Europe • Southeast Asia

