



China–Europe Strategic Intelligence

Based in Hangzhou, China · www.puentesdeseda.com

FOR HORIZON EUROPE
CONSORTIA

External Expert · Subcontractor
China Ecosystem Intelligence

We provide Horizon Europe consortia with ground-level intelligence on China's industrial and technological ecosystems — **from inside China**.

Puentes de Seda is permanently based in Hangzhou, China. Founded and led by Gabriel Morell, a Spanish strategic advisor with 14 years of on-the-ground presence and network in China. We combine deep contextual knowledge of Chinese industrial and technological ecosystems with European strategic framing — enabling European research consortia to benchmark China accurately, map relevant actors and supply chains, and act with greater precision.

WHAT WE OFFER TO HORIZON EUROPE CONSORTIA

China Ecosystem Intelligence

Ground-level analysis of Chinese capabilities in AI, robotics, advanced manufacturing, digital twins and smart infrastructure. Not desk research — direct observation from inside the ecosystem.

Competitive Benchmarking China vs. Europe

Structured comparison of Chinese and European industrial and technological capacities for state-of-the-art sections, work packages and partner justification in proposals.

Supplier & Partner Scouting in China

Identification of Chinese companies, research institutes and technology providers relevant to consortium goals. We own a large database covering AI, robotics, manufacturing, agtech, medtech, materials and smart infrastructure.

Supply Chain & Value Chain Mapping

Mapping of Chinese actors, clusters and relationships within specific value chains — useful for work packages on global manufacturing dependencies, industrial ecosystems or technology transfer analysis.

China Market Intelligence Reports

Tailored research reports on Chinese industrial sectors, technology adoption, government strategy and ecosystem structure — produced in English for European decision-makers and research teams.

Delegation & Collaboration Support

Strategic preparation and support for European delegations visiting China, including identification of relevant actors, contextual briefing and follow-up conversion into longer-term value.

RELEVANT HORIZON EUROPE CALL AREAS

- AI and robotics for industrial applications
- Advanced manufacturing and factory automation
- Digital twins for early warning and preparedness
- Electric mobility, low-altitude economy.
- Intelligent governance, smart infrastructure and
- Virtual worlds and metaverse applications
- Medtech, biotech.
- Agtech and environmental AI applications
- Advanced and innovative materials
- Chinese High value Chinese tourism adaptation and market entry
- Made in Europe / industrial competitiveness

WHY GABRIEL MORELL

14 years

of on-the-ground presence and network in China

Hangzhou-based

permanent presence inside the Chinese tech and industrial ecosystem

Cross-sector

AI · robotics · manufacturing · agtech · materials · tourism

European framing

outputs delivered in English and Spanish for European decision-makers

Gabriel has produced industrial analyses for European entities, maintains a large supplier and technology company database across multiple sectors, and has deep knowledge of Chinese industrial policy, government strategy and execution architecture —

including the implications of the current Five-Year Plan for European industrial competitiveness.

HOW TO ENGAGE WITH US

As external expert or subcontractor

We can be included in Horizon Europe proposals as a third-party service provider for China-related work packages, state-of-the-art analysis, or ecosystem mapping tasks.

As associated partner

We can join consortia as an associated partner contributing China intelligence and ecosystem knowledge without requiring direct EU funding.

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Puentes de Seda · Strategic bridge between China and Europe