How Science Parks can Attract Global Startups

Speaker: Tang Hao, Chairman of the Asia-Pacific Chapter of IASP

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TusHolding

300

innovation base

1000

subsidiary

10

listed companies

2000

Over 200 billion yuan

- TusHolding was established in July 2000, with its predecessor being the TusPark Development Center formed in August 1994. After 29 years of exploration and practice, TusHoldings has formed a unique multi-dimensional spiral clustering innovation development model of “technology+industry+finance”, “park+industry+fund” and “government+enterprise+university”, and constructed three major innovation service systems consisting of a full-chain technology enterprise incubation and investment system, a global innovation ecological network and a technology industry cluster, gradually growing into a technology innovation platform-based company focusing on nurturing specialized and innovative small and medium-sized enterprises.
- TusHoldings has successfully established a global innovation service network with more than 300 incubators, science parks, and science cities as carriers； formed a full-chain incubation system for technology companies; and gathered five strategic emerging industries of environmental protection, new energy, healthcare, digital economy and new materials, and supporting industries such as education, culture and sports, etc.
- It has more than 1000 subsidiary companies and more than 10 listed companies, with assets under management exceeding 200 billion yuan, becoming an undisputed Chinese leader and global model in the field of technology services.

Hi-Tech Industry Cluster

TusPark 清华科技园 启迪控股 TUSHOLDINGS

Under the guidance of global industrial development trend and national industrial demand，TusHoldings has gathered key elements like technologies, talents, enterprises and capitals in the fields of environmental protection, clean energy, healthcare, digital economy and new materials to form five strategic emerging industrial clusters.

Environmental Protection

- Solid waste
- Water management
- Air pollution control
- Noise control
- Environmental restoration
- On-line monitor
- Unmanned sanitation
- ……

Clean Energy

- Clean heat
- Clean electricity
- Clean power
- ……

Digital Economy

- Chip
- Big data
- Cyber security
- Intelligent connected vehicle
- ……

Healthcare

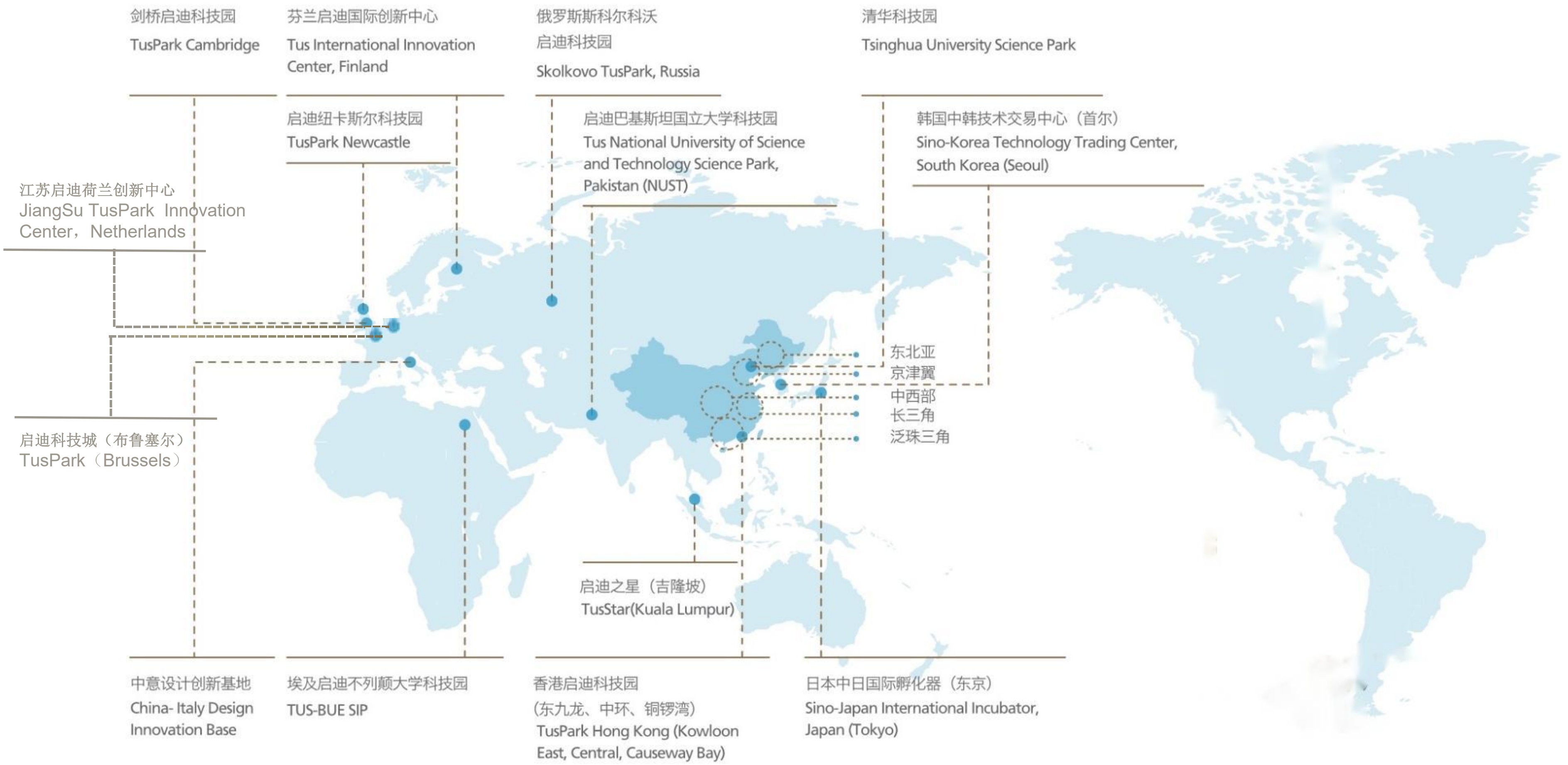
- Traditional Chinese medicine
- Precise medical treatment
- Health care Service
- ……

New Materials

- Intelligent manufacturing
- Material application
- AI
- ……

Others

- Diploma education
- On-line education
- Vocational education
- Cultural creativity
- Ice-snow sports
- Film and television media
- Hotel
- ……


剑桥启迪科技园
TusPark Cambridge
芬兰启迪国际创新中心
Tus International Innovation Center, Finland
俄罗斯斯科尔科沃启迪科技园
Skolkovo TusPark, Russia
清华科技园
Tsinghua University Science Park
启迪纽卡斯尔科技园
TusPark Newcastle
启迪巴基斯坦国立大学科技园
Tus National University of Science and Technology Science Park, Pakistan (NUST)
韩国中韩技术交易中心（首尔）
Sino-Korea Technology Trading Center, South Korea (Seoul)
江苏启迪荷兰创新中心
JiangSu TusPark Innovation Center，Netherlands
东北亚
京津冀
中西部
长三角
泛珠三角
启迪科技城（布鲁塞尔）
TusPark（Brussels）
启迪之星（吉隆坡）
TusStar(Kuala Lumpur)
中意设计创新基地
China- Italy Design Innovation Base
埃及启迪不列颠大学科技园
TUS-BUE SIP
香港启迪科技园
(东九龙、中环、铜锣湾)
TusPark Hong Kong (Kowloon East, Central, Causeway Bay)
日本中日国际孵化器（东京）
Sino-Japan International Incubator, Japan (Tokyo)

The Current Situation and Trends of Global Startups

Market Size: Tens of millions of new start-ups are established globally each year, with an annual growth rate of approximately 15%-20%. The proportion of those in the Asia-Pacific region is constantly increasing.(Data Sources: IASP Annual Report, World Bank)

Core Trends: Technology-driven innovation (with AI, biotechnology, and clean energy as the mainstream), accelerated global deployment, and a sharp surge in demand for "ecological synergy”

Core Demands of Global Startups

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TOP1： Industrial resource matching (customers, supply chain, business partners).

TOP2： Policy Support (Tax Incentives, Visa Convenience, Financing Subsidies).

TOP3： alent Pool (Accessibility of High - end Technical Talents and Inter - disciplinary Talents).

TOP4： Infrastructure (Laboratories, Internet, Office Facilities).

TOP5： Living Costs and Livability

The Core Pillars for Science and Technology Parks to Attract Global Startups

01

pillar1： Construction of a Vertical Industrial Ecosystem. Leverage its own advantages to deeply cultivate 1-2 niche tracks and avoid homogenization. Introduce leading enterprises to drive the agglomeration of start-ups, build industrial matching platforms (such as forums and salons), and form an ecological closed loop of "leading enterprise guidance + start-up collaboration + scientific research support".

02

pillar2： Customized Policy Support System. Customize policy packages: visa fast track, progressive taxation (full exemption for the first 3 years); establish special funds to link with international capital; provide low-cost office spaces and basic services such as legal services to reduce costs.

03

pillar3： Global Talent Service Matrix: Build a "Talent Recruitment - Talent Development - Talent Retention" system, including a talent "green channel"; collaborate with universities in the Asia-Pacific region for talent supply; and provide services such as talent's children's education and spouse employment recommendation.

The Core Pillars for Science and Technology Parks to Attract Global Startups

pillar4： Intelligent Infrastructure Support. Build intelligent infrastructure: establish shared laboratories and pilot test bases to reduce the heavy asset investment of start-ups; achieve full 5G coverage and build a cross-border data secure circulation platform. Meanwhile, improve supporting facilities such as transportation, logistics, and commerce to enhance operational convenience and experience.

pillar5： International Brand Communication and Promotion. Leverage various international alliances to enhance brand awareness, package successful cases of settled start-ups, and build a reputation through international media coverage.

Asia-Pacific Cases: Insights from Successful Experiences

Case 1: One-North Technology Park, Singapore (Global Benchmark)

Core Practices: The "Industry + Capital + Talent" Trinity Model. Launch the "Global Start-up Acceleration Program", providing 6-month incubation and financing matchmaking. Outcomes: Attract over 300 global start-ups to settle in annually, with a success rate of 45%.

China's Suzhou Industrial Park (Emerging Paradigm)

Core Practices: Launch a "Cross-Border Incubation Base" for start-ups in Southeast Asia, providing localized legal and tax services.Outcomes: Attracted over 50 start-ups from Thailand and Malaysia to settle in 2024.

Brisbane Technology Park, Australia

Core Practices: Focus on the clean energy track to become an agglomeration hub for start-ups in the Asia-Pacific clean energy sector. Concentrate on 1-2 advantageous vertical tracks, build "small yet sophisticated" differentiated competitiveness, and make it easier to gain global recognition.

What is TusHoldings' SDG plan?

- **The SDG** (Sustainable Development Goals) is an acceleration program specifically designed to help overseas innovation and entrepreneurship projects as well as small and medium-sized enterprises (SMEs) successfully enter the Chinese market quickly and establish a presence in China.
- It aims to reduce the "hard landing" impact faced by overseas sci-tech innovation enterprises when entering the Chinese market through a series of professional training courses and sci-tech services such as precise resource matching. This enables these enterprises to verify their business models in China with low risk and high efficiency, connect with Chinese industrial resources at low cost and high quality, and expand in the Chinese market at a fast pace and with high intensity.

The cooperation background of the SDG Plan

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01 **Excellent Green Technology Enterprises**

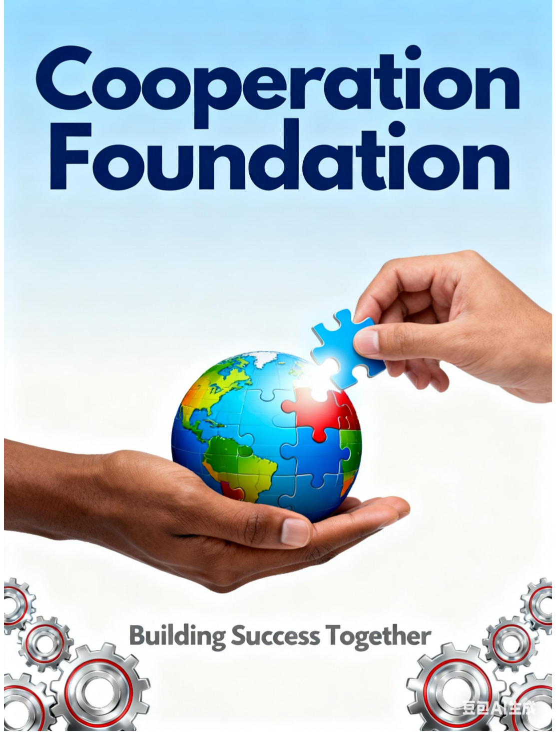
world-leading green technology, sustainable development concepts, and innovative solutions.

02 **China's Opportunities**

huge market under the "carbon peaking and carbon neutrality" goals (30·60), strong policy support, and urgent demand for industrial upgrading.

03 **Common Challenges**

asymmetric market information, complex regulations, cultural differences, and high costs of building trust



The SDG's "Soft Landing" Sprint Event

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Goal

Within 7 days, provide enterprises with a clear roadmap and key resources for their future entry into the Chinese market.

Form

course drills, field visits, technical exchange meetings, and cooperation matching meetings

Core value

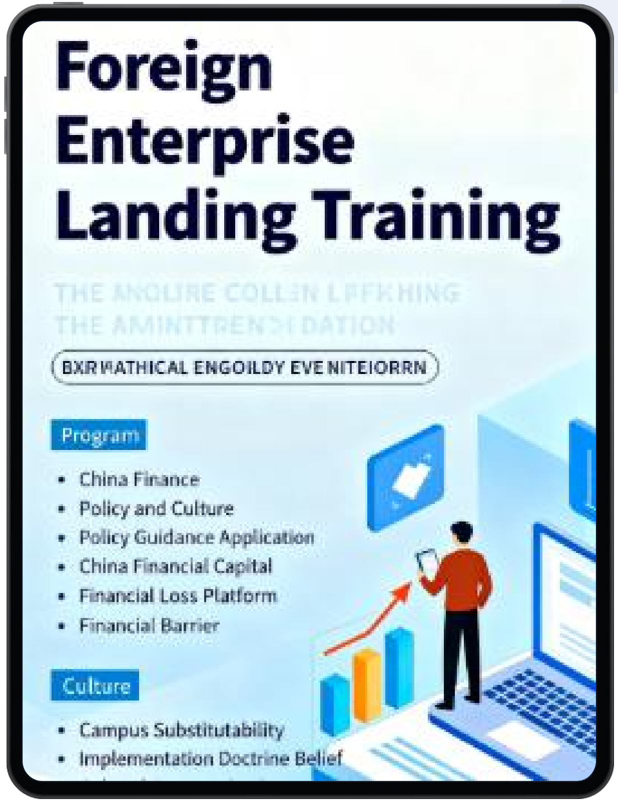
saving time, reducing risks, and precise matching

Enterprises Entering the Chinese Market

What we design for enterprises is by no means a superficial sightseeing tour. Instead, it is a highly condensed and clearly targeted "business sprint". Within one week, we solve their most core puzzles about entering the Chinese market.

SDG: From Policies to Market Access

To help entrepreneurs bridge geographical and cultural differences, quickly integrate into the Chinese market ecosystem, and accurately identify their own development positioning, we have carefully created a "Business Empowerment + Cultural Immersion" dual-track program.



SDG:Connecting Key Resources

one-on-one matching

Related local governments, industrial parks, large state-owned enterprises/private enterprises.

closed-door seminar

Technical exchange and business communication meetings with potential partners in the field.

Investor meeting

Connecting with green technology funds interested in the Chinese market.

Leveraging our local network, we pre-screen and match the highest-quality potential partners for enterprises, ensuring that every meeting is valuable.

SDG：Our Unique Value

- **Strong Strength:** China's Largest Technology Service Enterprise with a Comprehensive Technology Service System.
- **Comprehensive Industrial System:** Owning Multiple Listed Companies in Fields Such as Environmental Protection, New Energy, Big Health, and Digital Economy
- **Vertical Incubation System:** With Over 30 Years of Experience Accumulation, We Have Built a Highly Mature Technology Incubation System and Technology Achievement Transformation Operation Model
- **Strong Industrial Fund:** TusHoldings Has Established a Full-Lifecycle Investment Fund System for Technology Enterprises
- **Industry Focus:** Specializing in the SDG Field, with a Deep Understanding of Both Technology and the Market

Who Is SDG Looking For?

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green technology enterprises

Company Background

Green technology enterprises from foreign countries

Technology Field

Clean energy, circular economy, water treatment, green building, smart grid, etc.

Technology Maturity

Enterprises or startups with mature products or solutions

Market Expansion Plan

Plan to Explore the Chinese Market in the Future

Case: SDG Soft Landing Project with Denmark

Time： October 23rd-27th 2023

Organizer: Tuspark Jiangsu and ICDK Shanghai (Innovation Center Denmark in Shanghai)

Particiapants:

1. Continuum
2. Grounded
3. Tegnology
4. Grundfos
5. Clean

....

Cities:

Nanjing, Wuxi, Shanghai

Case: SDG Soft Landing Project with Denmark

Training:

1. China Laws and Industry Regulations
2. Government Policies in Clean Industry
3. IP Protection in China
4. Financing
5. China Business and Culture
6. Digital marketing

…….

Case: SDG Soft Landing Project with Denmark

Host the China-Denmark Sustainable Development Roadshow and Exchange Conference.

1.Participants: Invite representatives from over 20 Jiangsu-based environmental protection institutions and enterprises, including Jiangsu Environmental Protection Industry Association and Jiangsu Environmental Resources Co., Ltd.

2.Exchange Content: Conduct in-depth discussions on China-EU clean technologies, focus on fields such as thermoelectric power generation, green new materials, flexible thermoelectric generators, and pollutant treatment technologies, and carry out project demonstrations and technical sharing.

Case: SDG Soft Landing Project with Denmark

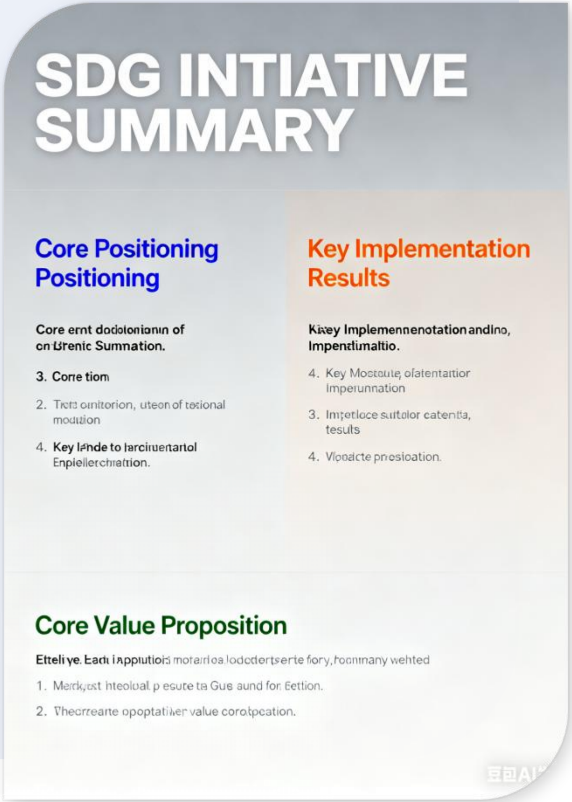
Company visit:

1. Jiangsu Environmental Engineering Co., Ltd.,
2. China Everbright Environment (Group) Co., Ltd.,
3. Nanjing Kaiyan Electronics, Yixing Urban Sewage Resource Concept Plant,
4. Jiangsu Warner Environmental Technology
5. Jiangsu Environment Protection Industry Association
6. China Packaging Federation.

……..

Our Case: Summary

Value Dimension	Specific Manifestation
Efficiency Improvement	Shorten the traditional market research cycle for entering the Chinese market from 3-6 months to 1 week, focusing on core demands through "highly condensed commercial sprint".
Risk Reduction	Rely on TusHoldings' industrial resources and policy interpretation capabilities to help enterprises avoid "hard landing" risks such as regulatory non-compliance and resource mismatch.
Resource Precipitation	Form a dual-database linkage mechanism of "Overseas Green Technology Enterprise Database + Domestic Industrial Demand Database" to lay the foundation for subsequent cross-border cooperation.



Combing Through One's Own Advantages

Own Advantages

Thailand has a huge demographic dividend and also boasts relatively well-developed industries such as tourism, agriculture, and the digital economy.

Industrial Foundation of the Park

Focusing on the park's advantages in specific industrial field provides a natural foundation for the park's industrial agglomeration.

Location Advantages

It serves as a hub connecting China (a large market) and Southeast Asia (a hinterland market), with high logistics and cross-border convenience.

Three-Step Implementation Recommendations

Three-Step Implementation Recommendations:

1. Short-Term Foundation Laying: Resource Connection and Brand Breakthrough. Join various international technology [platforms/communities] to access global resources, and launch the "Global Start-up Experience Program" (free office space + targeted resource matching).

2. Mid-Term In-Depth Development: Industrial Empowerment and Ecosystem Construction. Build a technology sharing laboratory and establish a special venture capital fund.

3. Long-Term Linkage: Cross-Border Integration and Network Expansion. Connect with Suzhou (China) and One-North Park (Singapore) to build a "Thailand-China-Singapore" cross-border incubation network.

Conclusions and Suggestions

Core Conclusions

Attracting global start-ups = "Hard Support" (industry, policies, infrastructure) + "Soft Services" (talent, branding) + "Localization Adaptation" (leveraging one's own advantages)

Key Suggestions

It is recommended to take "vertical breakthrough + targeted services + cross-border linkage" as the core path to attract global start-ups.

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THANK YOU

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