

**Your
China
Strategy.**

Your new China playbook

Reimagining growth through
China-driven innovation

Who
we
are.

„Sinolytics is the leading strategy consultancy on China. We offer European and US companies in-depth analysis, customized strategies and recommendations for well-founded decisions. We bring together market and policy analysis.“

✓ Strategy consulting

✓ Policy monitoring

✓ Executive briefings

✓ Regulatory risk assessment

✓ Market intelligence & data

GEOPOLITICS

- U.S.–China relations
- Supply chains
- Trade and investment policies
- EU–China relations
- Chinese competition abroad
- Split tech stack

TECHNOLOGY & DIGITAL

- Artificial Intelligence
- Semiconductors
- Rare earths and raw materials
- Battery technology and new energy
- Smart manufacturing
- Robotics

CHINA POLICY

- State-led economy
- Industrial policy
- Tech policy
- Competing in China
- Chinese politics
- Market access and FDI

CHINA BUSINESS

- China footprint
- Partnerships in China
- China4global
- R&D and IP in China
- Digital ecosystem
- Local–HQ alignment

REGULATORY STRATEGY

- Data governance
- Cross-border data
- Cyber regulation
- Social credit system
- Green compliance
- AI regulations

A new China game: Why you need a strategic China consulting partner now



Multinational firms operating in China are navigating a far more complex landscape than in years past:

- **Economic slowdown** impacting business outlook
- **Geopolitical tensions** freezing investment decisions
- **Rising Chinese competition** both in China and abroad

At the same time, **new opportunities are emerging:**

- A robust R&D ecosystem enables “China4Global” solutions
- A maturing consumer market demands **quality & customization**
- A globalized China opens **partnership** potentials in **third markets**

The list goes on. For international businesses, this means potential for R&D partnerships, localized product development, and **new value creation** – but only if approached with precision and insight.

That’s where **Sinolytics** come in – a **specialized China consulting partner** that help you **reassess your market positioning** and **realign your China strategies** with a changing competitive landscape.

Inside the China strategy room: What leading firms are asking us about China

A

How should we leverage China's **AI** and **digital ecosystems** to build **China for Global solutions**? How to form effective **partnerships** to build, protect and scale our **China-based R&D**?

- European biopharma firm

B

What are our competitive edges and how to reposition our **product** and **R&D strategy** in response to China's **local substitution** and "**high-quality development**" policies?

- European technology conglomerate

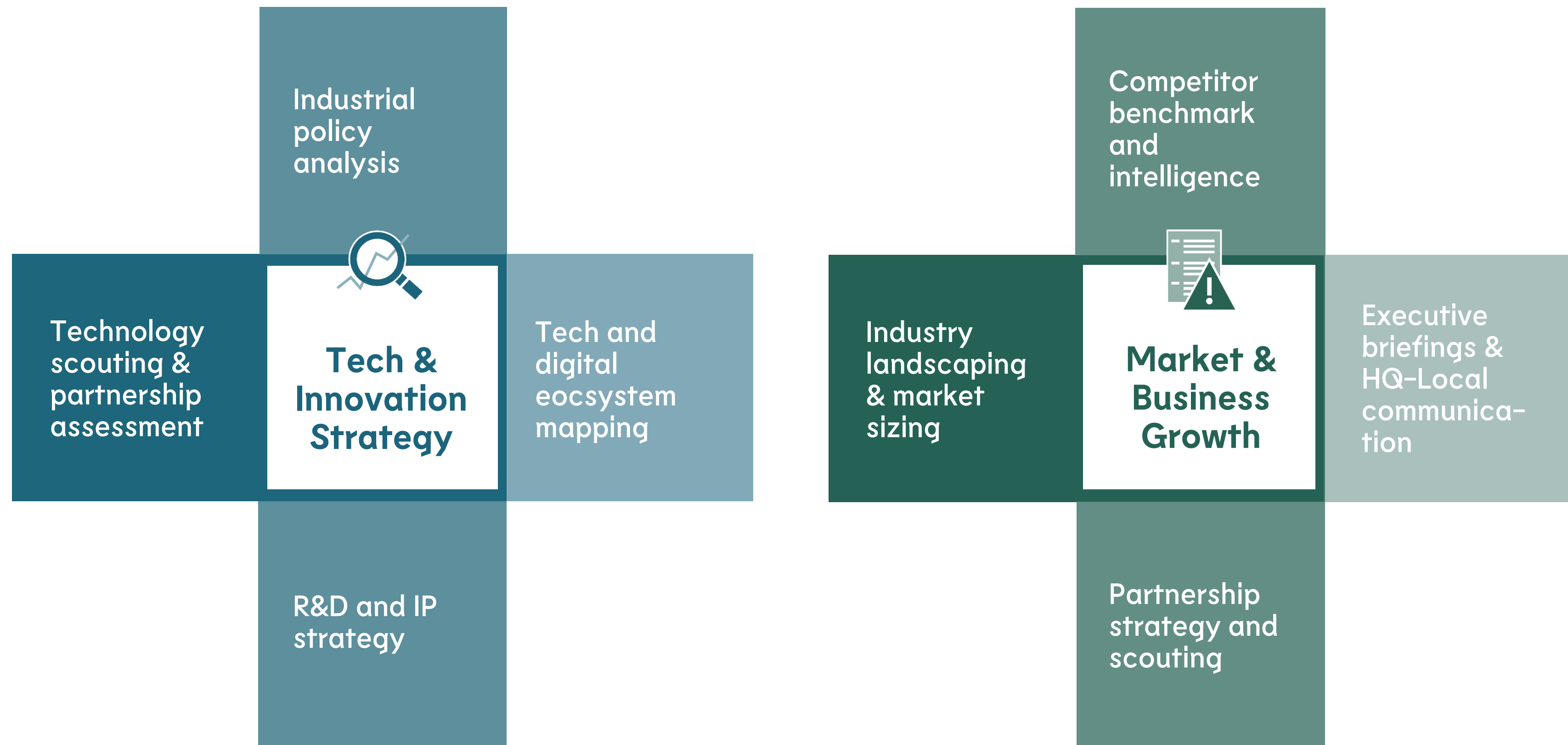
C

Should we stay or should we go? What opportunities can we still leverage in segments that are closing down? How should we position our **China footprint** to build long-term resilience?

- European energy equipment manufacturer

What
We
Offer.

From technology to market: Our integrated service solutions empower your growth



Case 1: China technology ecosystem

We build China partnership playbooks for you to power global innovation

A

How should we leverage China's **AI and digital ecosystems** to build **China for Global solutions**? How to form effective **partnerships** to build, protect and scale our **China-based R&D**?

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Our approach

- Map China's AI and digital ecosystems and key tech trends
- Identify best practices and use cases with global scaling potential
- Assess leading Chinese tech partners and their strategic fit

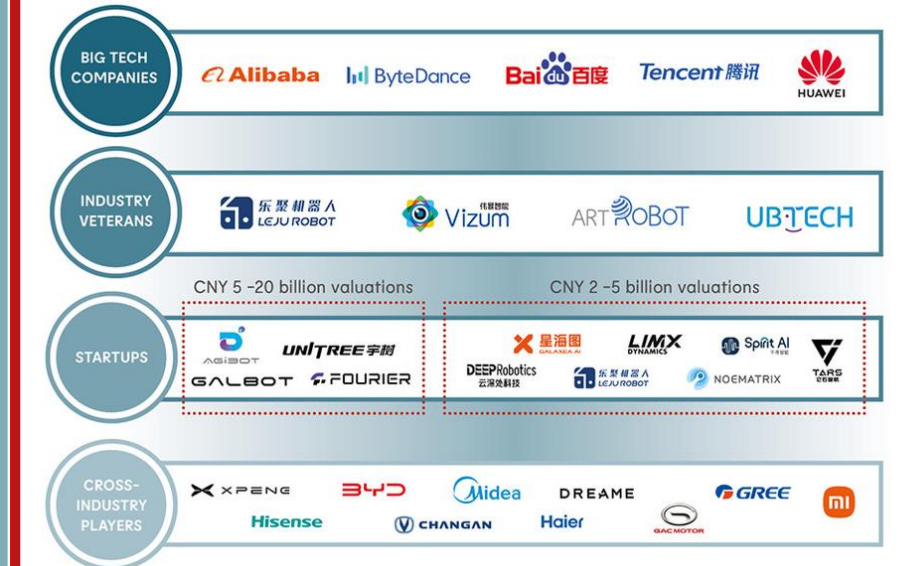
Our solution

- Tech ecosystem landscape with identified best practices
- Partnership „playbook“ detailing models, impacts and suggested partners for outreach

The next battleground: China's humanoid robot race heats up

sinolytics

COMPETITIVE LANDSCAPE OF CHINA'S HUMANOID ROBOTICS MARKET



Source: Sinolytics research
Note: The list is not exhaustive

Case 2: Compete smarter – winning under China’s „Buy Local“ drive

We identify pressure points and R&D priorities to help you stay competitive

B

How to identify our competitive edges and reposition our **product** and **R&D strategy** in response to China’s local **substitution** and “**high-quality development**” policies?

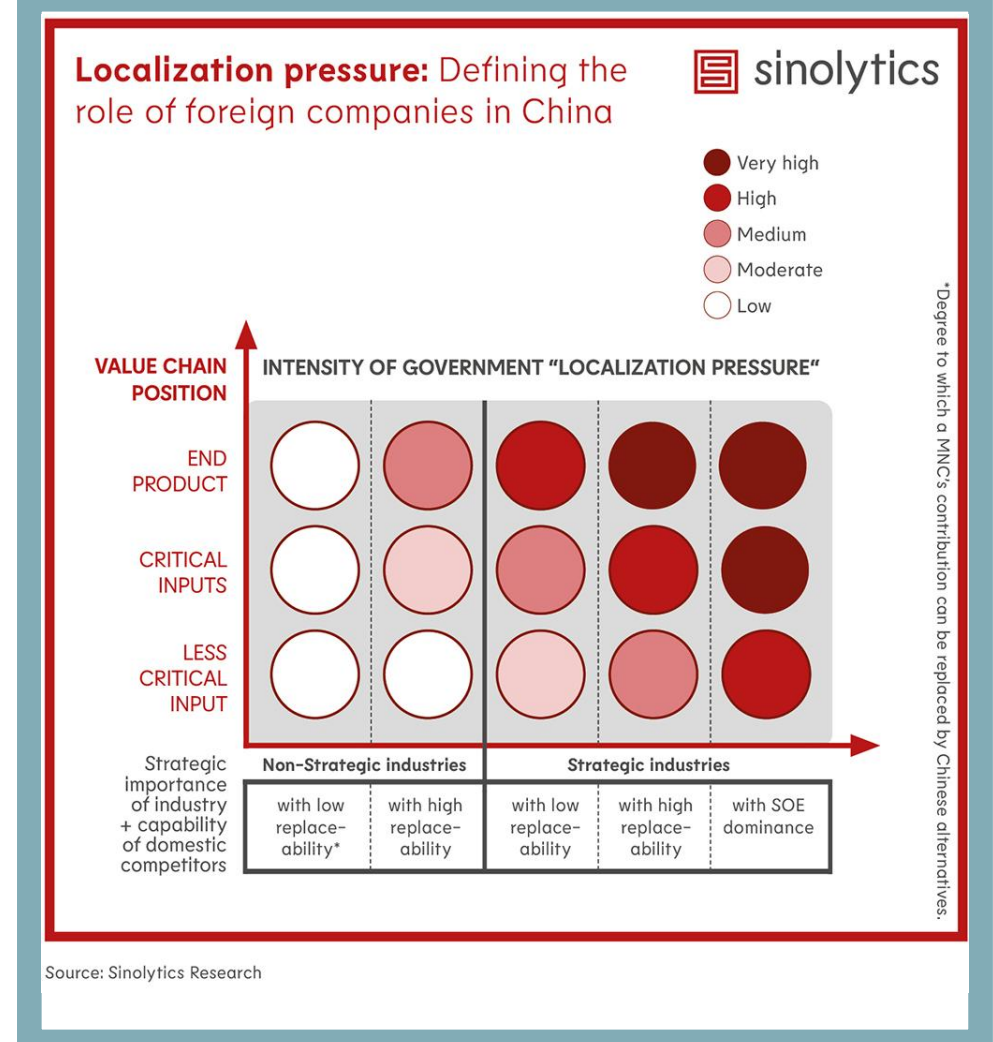
– European technology conglomerate

Our approach

- Product-level impact assessment under China’s „buy local“ initiatives
- Competitive landscape and SWOT analysis
- Product and innovation strategies aligned with policy priorities

Our solution

- Heatmap detailing the pressure point at product level from China’s industrial policy and market competitors
- Product and R&D strategies and action plans



Case 3: China footprint – retreat or reposition?

We deliver a decision roadmap that turns a dilemma into strategic opportunities



Should we stay or should we go? What opportunities can we still leverage in segments that are closing down? How should we position our **China footprint to build long-term resilience?**

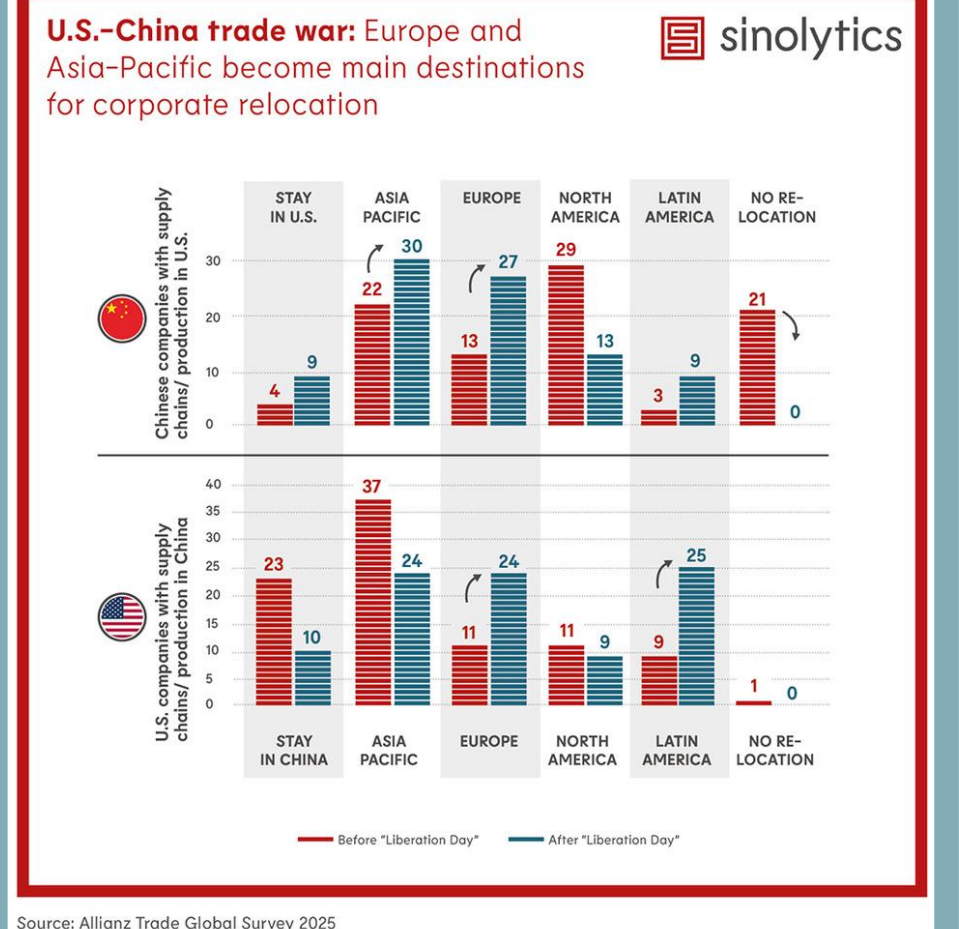
– European energy equipment manufacturer

Our approach

- Holistic policy and market scan to detect „short-term“ wins
- Market sizing analysis
- Iterative executive workshops to build strategic archetypes
- Tailored partnership scouting and analysis

Our solution

- Competitiveness scan incl. identified opportunities and value potential
- Strategic options detailing benefits, costs and timeline of actions
- Partnership list and outreach strategy



Let's find solutions.



Got curious?

Contact us for more information.

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