

# The thing you may want to know:

## PROGRAM INTRODUCTION

CENTI has kicked off the exciting 'CENTI Startup Programme 2020' to find UK & EU's most promising entrepreneurs and provide them with the opportunity to start the **expansion of their business into China**. In the programme, you will be given the chance to join our challenges sponsored by our Chinese partners. As a member of the start-up challenge, you can potentially win **cash rewards** such as competition prize money, China government-led direct funding, local VC investment. Winners of the competitions may also get a chance to enter the finals in China.

For our 2020 programme, we have simplified the process for companies to join our competitions. Once you have signed up for our programme and confirm to register as a regular applicant, you will be automatically enrolled for each of our future events. These opportunities will be forwarded to you through our start-up challenge newsletters. Once you sign up, you will get at least **one free business trip** to China hosted by CENTI.

## The benefits you can get:

- 01 Great prizes or partnerships
- 02 Free Chinese business & cultural insights
- 03 Government resources and support