SWISS INNOVATION X CHINA MARKET

CHINA POTENTIAL EVALUATION

A zero-cost, fast-track assessment of China market fit for Swiss technology and innovation leaders.

FRAMEWORK

Rapid Market Fit Analysis & Actionable Advice

TARGET

Swiss High-Tech Innovators & SMEs

HIGH OPPORTUNITY MEETS UNCERTAINTY

#1

CHINA: TOP ASIAN TRADING PARTNER FOR SWITZERLAND

Chinese markets show growing demand for Swiss innovation, while Swiss innovators increasingly see China as a key international market. However, the gap between market potential and operational readiness faces fundamental questions.

DEMAND UNKNOWNS

Is there a real market for me in China?

MODEL FRICTION

Can my business model work there?

ENTRY BARRIERS

Where do I even start?

That is why we offer China Potential Evaluation – a rapid service to provide a China grounded assessment of your market fit, giving a preliminary basis for informed decision making. China Potential Evaluation is one of the non-profit supports offered by Insight Tech to Swiss innovators .

Insight Tech

PROVEN RESULTS FOR SWISS INNOVATION

Insight Tech bridges the gap between Swiss excellence and Chinese market through both non-profit supports and profitable services, leveraging our high-impact visibility, rich expertise and strategic networking in China.

We're official partner of **TOP100 Swiss Startups** in China, and maintain active collaboration with **Swissnex in China**, **S-GE** and other official bilateral organizations for bilateral cooperation.

44M+
ACCUMULATED VIEWS FOR SWISS TECHNOLOGY ACROSS CHINESE DIGITAL CHANNELS

30+
CORPORATE EXCHANGES FACILITATED

03
SWISS STARTUPS/SCALE-UPS SECURED FINANCING/ORDERS INTERESTS

10M+
RMB RAISED FROM CHIINA MARKET

SERVICE OVERVIEW

Insight Tech

CHINA POTENTIAL EVALUATION SERVICE

Get a fast and objective view of your China market fit, with zero financial investment and no follow-up obligations.

01 **ZERO COST**
Understand your potential in China without spending a franc. No follow-up obligations.

02 **FAST TURNAROUND**
From launch to report delivery in just 2 weeks.

03 **LOCAL PERSPECTIVE**
Local-ground unbiased analysis leveraging local data, AI tools, and expert verification.

04 **GUIDANCE TO NEXT MOVES**
Findings directly inform whether deeper engagement makes sense for you.

DELIVERABLES

WHAT YOU RECEIVE

DOCUMENTED ASSESSMENT

One-Page Summary Report

A high-density executive brief containing key conclusions and strategic recommendations.

- Go/No-Go Market Evaluation
- Opportunity & Primary Risk
- Competitive Landscape Snapshot

KEY POINTS DISCUSSION

On-demand Online Meeting

A 15 minute session on-demand with our team to discuss key points.

- Discussion on Key Findings
- Next Steps Recommendations
- Hold Only When You Need

EVALUATION METHODOLOGY

Insight Tech

THE 3-DIMENSION FRAMEWORK

Integrating the use of local data, local AI, and business experience verification, we provide a lightweight but rigorous assessment of your market fit through intersection of demand, regulation, and operational feasibility.

01 / OPPORTUNITY

MARKET SIZE & POLICY

- Is there genuine demand for you in China?
- Does current Chinese policy favor your field?
- How well does your offering align with local needs?

02 / CHALLENGES

RISKS & COMPETITION

- Is your business model viable in China?
- Is there still room for you in the local competitive landscape?
- Are there technology or regulatory barriers?

03 / ADVICE

ACTIONABLE STRATEGY

- Do you need to adjust value proposition?
- Which sub-segment should you prioritize first?
- Which route suits you better – direct sales, licensing-out or partnerships?

KEY RESULT : **A structured summary as reference for your next moves.**

EVALUATION METHODOLOGY

Insight Tech

STRUCTURED REPORT SAMPLE

CHINA POTENTIAL EVALUATION REPORT

Agrivoltaics Company A

By Insight Tech
August 2026

01 Company Profile

PRODUCT & VALUE

Core Product: A spectral-filtering greenhouse solar module that separates sunlight wavelengths respectively to crops and photovoltaic cells for power generation. The module can cover nearly 80% of a greenhouse's electricity needs and has been shown to improve crop yields. It is designed primarily for glass greenhouses.
Sector in China: Agrivoltaics

02 China Market Fit Assessment

2.1 Market Opportunities

01 Explosive growth in agrivoltaics
China is one of the world's top three agrivoltaic markets (along with Japan and France). By end-
agrivoltaic capacity exceeded 45 GW, with over 12 GW added in 2025 alone – growth outpacing
Q1 2026, the number of agricultural-PV projects nationwide reached 4,872, up 31.6% YoY.

02 Rapid expansion of high-value facility agriculture
China's high-end glass greenhouse area continues to grow. Company A's technology targets hi
tomatoes, cucumbers and peppers – precisely the segment that China is promoting through m
upgrades, with growing demand for precision environmental control and energy self-sufficien

03 Strong policy support
The 15th Five-Year Plan for Renewable Energy explicitly encourages integrated PV development
National Energy Administration is pushing national solar initiative; and technical standards for
been issued. The policy environment is highly favorable.

04 Carbon reduction pressure
China's dual-carbon strategy (peak emissions by 2030, carbon neutrality by 2060) creates urger
decarburization. Company A's solution can materially lower a greenhouse's carbon footprint, al
goals.

2.2 Challenges & Risks

01 Greenhouse type mismatch
China's facility agriculture is dominated by plastic-covered greenhouses and multi-span plastic
greenhouses – Company A's primary target – represent only a small fraction of the total and ar
Europe. The module's adaptability to China's mainstream plastic greenhouse types is unproven

02 Business model misalignment
Company A's European value proposition hinges on saving high energy costs – a 5-hectare gre
spend CHF 1.5 million annually on heating/electricity. In China, energy prices are substantially
"cost-saving" model much less compelling. The economic rationale does not translate directly.

03 Different project logic
Over 90% of China's agrivoltaic projects are led by energy companies. Their dominant model is
– i.e., using agricultural land to enable PV development. Company A's philosophy ("energy serv
struggle to find buyers in a market where the farming efficiency is not the primary driver.

04 Fierce competition from local giants
The Chinese agrivoltaic space is already occupied by major PV players – LONGi, Trina, Chint, Jin
have integrated supply chains, strong government connections, and massive cost advantages.
entrant, Company A would face a steep uphill battle on price and scale.

03 Overall Evaluation

3.1 Conclusion

Dimension	Rating	Assessment
Market demand	●●●●○	Strong, driven by modern facility agriculture
Policy environment	●●●●●	Highly supportive; agrivoltaics is a national priority
Technology fit	●●●○○	Advanced, but needs adaptation to local greenhouse types and project models
Competitive landscape	●●○○○	Extremely intense; local giants dominate; high-end glass greenhouse niche is small
Business model	●●○○○	European "energy-saving" logic does not work in China's low-energy-price context
Tech substitution risk	●●●○○	No direct local alternative yet, but the window is narrowing

Rating: each filled dot counts 1 point (max 5). Higher score = more favorable for market entry.

Company A's technology is clearly innovative and differentiated, and China's agrivoltaic market is booming with strong policy tailwinds. However, the business model and competitive landscape present serious challenges.

The core issue: in Europe, Company A solves "energy is too expensive"; in China, the real problem is "how to develop PV without occupying arable land" – two fundamentally different value propositions. In China, agrivoltaics is essentially a way for PV developers to secure land, with farming often playing a secondary role. Company A's "agriculture first" pitch may not resonate with the dominant project stakeholders.

3.2 Suggested Paths to Market

01 Reposition the value proposition (PV-focused route)
Shift the message from "saving growers money" to "helping PV developers comply with land regulations while improving project economics" – aligning with the energy-company-led project model.

02 Partner with local PV leaders (PV-focused route)
Seek technology licensing or joint development with Chinese majors like LONGi or Trina, leveraging their channels and project pipelines rather than going it alone.

03 Focus on the premium greenhouse niche (agriculture-focused route)
Target the small but high-end segment of glass greenhouses (e.g., high-value flowers, premium fruit/vegetable growers) where the "yield increase + power generation" dual value can command a premium and avoid head-on competition with PV giants.

04 Adapt technology to local greenhouse types (agriculture-focused route)
Instead of replicating the European design, modify the module for China's prevalent plastic-covered solar greenhouses

OPERATIONAL TIMELINE

Insight Tech

FROM LAUNCH TO REPORT IN 14 DAYS

WEEK 1

INITIAL DISCOVERY

Learn about your product, business model, and initial China related concerns via a short questionnaire.

WEEK 2

MARKET FIT ANALYSIS

Conduct the analysis using local industry databases, AI tools and business experience verification. Prepare the report.

DAY 14

DELIVERY & DISCUSSION

Deliver the report. Hold online meeting if necessary to review the results and explore possible next steps.

14 DAYS

TOTAL LEAD TIME FROM KICK-OFF TO STRATEGY

STRATEGIC ALIGNMENT

WHO IS THIS FOR?

SWISS INNOVATORS

Any Swiss tech company interested in China market, regardless of stage – from early stage startups to established SMEs.

PRIORITY SECTORS

Medtech, Engineering Tech, and Clean Tech are priority sectors. Other areas will be considered on a case by case basis.

OPEN MIND

All applications are welcome – whether you already have a China strategy or are simply exploring the idea.

HOW TO APPLY

Insight Tech

ZERO RISK.
FULL POTENTIAL.

Email us your company profile to start your 2-week evaluation process. We'll send the confirmation once approve your application.

DIRECT APPLICATION

insighttech@sina.cn

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0 CHF
Service Cost

NO
Follow-up Obligations

OPEN
For Applications