

Case study

# Digital finance & Blockchain services in China

**UKDE Limited**

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# METHODOLOGY & OBJECTIVES

- UKDE as an example
- Business Environment as a Service - **BEaaS**
- EU Offerings and Competitiveness
- Chinese Positions & Barriers
- FinTech Sector Updates

# FEATURED SERVICES - WHY UKDE?

- Registered UK company under FCA regulations
- EMI & SPI licences
- Partnership with debit card issuers for EEA
- USD, Euro and Pounds accounts
- Fiat/ Crypto Exchange & Wallet APP
- Unique Chinese RMB channel in China

# BUSINESS STRUCTURE

- UKEX – Cryptoassets Trading Platform and Community
- CNUK – Fiat/ Crypto Payment Services
- BFA - Blockchain Education Services Platform
- BVMALL – Blockchain Venture Capital Investment
- Presence in Estonia?

# COMPLIANCE

- Follow innovation & regulation in FinTech
- EMI licence in UK & seeking expansion
- GDPR in mind
- ISO/IEC 27001, BSI
- **BEaaS** (comparing with China and Japan)

# UKDE – EXPORTING SERVICES TO CHINA

- Positioning ourselves in services/ regions
- WOFE setting up
- Engage with Chinese Government
- In partnership with Chambers of Commerce/ Associations
- Leverage opportunities of national and local events
- Contract bidding issue
- Grants application
- Barriers to entry

# POSITIONING

- Incentives in FinTech sector
- Industrial cluster attraction
- SW China opportunities?
- Commercial Diplomacy support
- Local regional policy

# WFOE SETTING UP

- Cost estimation
- Job creation & tax contribution
- HR policies
- Registered capital
- Office space
- Accounting in China



# ENGAGE WITH CHINESE GOVERNMENT

- Identify rainmaker and key decision maker
- Difference between EIC/ FAO/ MOFCOM/ CCPIT...
- Interest intermediation

# CHAMBERS OF COMMERCE/ ASSOCIATION

- History background
- Strong support from European Chamber/ EU SME Centre
- Political correctness in Chinese business context

# EVENTS OPPORTUNITIES

- Industry related national/ local events list
- Low-cost or free opportunities
- General or regional/ industrial focus
- Avoid distraction!

# CONTRACT BIDDING & GRANTS APPLICATION

- Effective entity/ agent/ distributor in China
- Actively monitor of business intelligence information
- Local partner support and networking

# BARRIERS TO ENTRY

- “Catalogue of Industries for Guiding Foreign Investment”
- Specific sector regulations
- Exit policy and practice
- Published research on regional situation
- Data and IP

# FINTECH SECTOR UPDATES

- National Register System to be applied to blockchain technology
- ICO/ STO in China
- Blockchain application in Chinese financial industry
- Blockchain applications in various traditional industries
- Legal framework, policy and standards
- Education services

Thank you!