

Innosuisse China Camp Story



Schweizerische Eidgenossenschaft
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MIRO

MIRO Analytical AG is an Empa spin-off that develops new laser-based gas analyzers which enable scientists, authorities, and companies to gain the insights necessary to understand and act on global warming and air pollution. The all-in-one gas analyzer is designed for precise and simultaneous measurement of the most important pollutants (CO, NO, NO₂, NH₃, O₃, and SO₂) and greenhouse gases (CO₂, CH₄, and N₂O). The technology has the potential to largely reduce the footprint and the cost of ownership of multi-compound gas measurements.

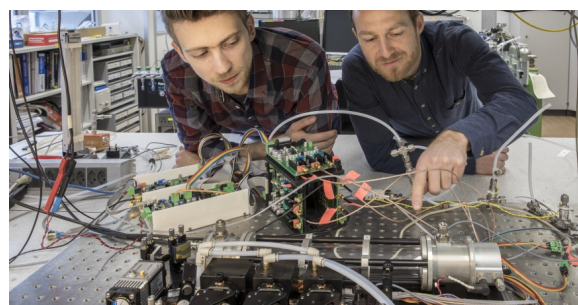


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The 1 to 1 support was valuable for us, we can offer a very specific product for a relatively small group of customers.

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Morten Hundt | CEO and Co-Founder at MIRO Analytical AG



MIRO Analytical AG provides authorities, scientists and companies with powerful tools to monitor and report on air pollution and greenhouse gases.

Our China Market

Market Potential

China Government plans to build 1800 gas monitoring stations by 2025. Miro analytical can be one of their choices to provide green gas monitoring devices.

Challenges

For gas monitoring devices, the end-users and the customers are the government and public institutes, which are challenging to approach. They are the targeted connection we want to build with.

China Camp Core Activities

Market Insight from
Meteorology Office

Market
Research

IP Consultancy

Academic Institute
Approach

Import/Export & Tax
Analysis



The market research report helped us to take informed decisions on how and where to enter the market.

Camp Experience Sharing

We received a tailored market research report which was explicitly answering specific questions we had about the Chinese market for air quality and greenhouse gas analyzers. Swissnex in China **organized online meetings with Chinese market experts and potential customers for us**. With this, we could directly test some of our hypotheses on the Chinese market and received valuable feedback on our offering. In addition, the **1 to 1 support allowed us to tailored the camp activities and made it suit our company's and our business model's needs**.



ARE YOU A SWISS STARTUP LOOKING FOR
1 TO 1 SUPPORT FOR CHINA SUCCESS?



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