

A Chinese company is seeking European partners to work together for electronic shelf label (ESL) technology development under a technical cooperation agreement

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Identificativo proposta: TRCN20190929001 **RICHIEDI MAGGIORI INFORMAZIONI**

The Chinese company was founded in 1989. Their main products include commercial cash registers, commercial software, smart retail equipment, sports lottery terminals and so on. Now, based on the Chinese market demand, the company is engaged in the electronic shelf label (ESL) system technology development. They are looking for potential European partners with advanced ESL technology to conduct joint technical development via a technical cooperation agreement.

This Chinese company is the core enterprise for the IT modules in its group company. It is devoted to R&D on circulation information solutions and aims to provide comprehensive information solutions for its users including software, hardware, consulting, operation and maintenance as well as various terminal products. The company products cover many areas including commercial software, retail & hospitality POS (point-of-sale) systems, financial payment and sports lottery terminals. The company is one of the earliest enterprises engaged in circulation information research and practice since 1989. The company has a national-level R&D center to support their technology development. It has become an influential Chinese brand in its POS industry. Its service and products have been provided to over 200,000 stores, over 600 large and medium-sized distribution companies as well as more than 100,000 small and medium-sized commercial enterprises, including super chainstores, gas station convenient projects, and agro-business popularization projects. Their POS service business covers 28 provinces and municipalities in China. Its service and products have also been exported to countries including the U.S., UK, Germany, France, Italy, Spain, Turkey, Israel, Russia, South Korea, Thailand, Malaysia, Australia, New Zealand and South Africa. Based on the Chinese market demand, now they are putting efforts to the R&D and manufacturing of electronic shelf label system (ESL). ESL is an electronic display device with information transceiving function. It is mainly used in electronic tags that display price information in supermarkets, convenience stores, and pharmacies, etc. Placed on the shelf, it can replace the traditional paper price tag. Each electronic shelf label is connected to the mall computer database through a wired or wireless network, and the latest product information is displayed through the screen on the electronic shelf label. The electronic shelf label has in fact successfully incorporated the shelf into the computer program, exempting the manual replacement of the price tag and achieving price consistency between the checkout counter and the shelf. The Chinese company is looking for European partners who have advanced ESL technology. Potential cooperation could be worked out under a technical cooperation agreement.

Riferimento Esterno: TRCN20190929001

Tipo: Technology Request

Paese: China

Presentazione: 29/09/2019

Ultimo aggiornamento: 15/10/2019

Scadenza: 15/10/2020