

# CHINA'S CORPORATE INNOVATION IN THE DIGITAL AGE

10 insights from our survey

3 innovation sources used by most of the Chinese companies:



Suppliers



Central R&D



business unit staff  
dedicated  
to innovation



Chinese firms are much more likely to source innovations from their customers and competitors than their international counterparts are

50%

Domestic Chinese firms are 50% more likely to use Innovation Labs than foreign firms in China are



40%

Domestic Chinese firms are 40% more likely to work with startups than are foreign firms in China



More Chinese firms have started working with universities and startups in the last two years than any other innovation sources



1/3

Chinese firms are a third less likely to use innovation labs than are their international counterparts

x2

Chinese firms are twice as likely to have business unit staff in dual 'innovation-operational' roles than are their international counterparts



92%

92% of Chinese firms' most successful innovation projects are digital



39%

39% of Chinese firms had their most important innovation project come from Central R&D



More than a quarter of Chinese companies said that their business unit staff dedicated to innovation projects were their most important innovation source

