
[Licensing Out to China: The Case of Clean-Tech Company Orcan Energy](#)

It has been three years since the Paris Agreement of the United Nations has taken effect with the aim of substantially reducing the risks and effects of human-caused global warming. Yet, our environment is still paying the price for our collective overconsumption of energy and natural resources such as fossil fuels.

With electricity generation being one of the main sources of greenhouse gas emissions, the German SME Orcan Energy AG has entered the stage with a far-reaching vision: to make existing energy supply more efficient and sustainable, both in Europe and around the world. The present case study outlines how a licensing deal helped the company to scale up its technology and establish a market presence in China.

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