

## BUSINESS INNOVATION SYMPOSIUM (E6)

## Entrepreneurship and Investment for Innovations in Commercial Space Access Activities (1)

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PRELIMINARY ANALYSIS ON THE APPROACHES TO INTERNATIONAL COOPERATION BY  
SHANGHAI ACADEMY OF SPACEFLIGHT TECHNOLOGY**Abstract**

According to the comparison between some typical integrated products from Shanghai Academy of Spaceflight Technology(SAST) and ESA,this paper briefly describes their advantages and features respectively, discusses the historical opportunities and trends of international cooperation brought by the globalization of economy and market, and explores the value and importance of international cooperation. It is stated that due to the lack of understanding of marketing, weak independence, narrow openness, and constraints from a planned system in international cooperation, SAST faces some current issues such as lack of competence in market development, low share of global market, and loss of minds for creative management and business planning, explores the approaches to multi-party, diverse, regional, hierarchical and large-scale exchanges of international cooperation on astronautics, and proposes some principles and suggestion for developing international cooperation and exchange.