

Medtech close-up: The Asia-Pacific Market.

Delegation trip to Taipei, Shanghai, Suzhou, and Shenzhen: April 12-16, 2011



Co-organizer

Medtech close-up: The Asia-Pacific Market.

Join us on the delegation trip to the Asia-Pacific market organized by Medtech Switzerland and Ernst & Young. Get a close-up of the emerging Chinese and the innovative Taiwanese medtech markets. Benefit from first-hand-information of local market experts and visit the largest Asian medtech trade fair CMEF.

Market facts

The Chinese and Taiwanese market represents almost 20% of the world's population. With a booming economy, rising standards of living and an ageing society the demand for healthcare products and services are increasing. China alone has 175'000 domestic hospitals and clinics, and as outlined in the USD 120 bn healthcare reform, the government intends to build thousands of new hospitals. China's medical technology market is growing rapidly; estimates see an annual growth rate of 15%. Own production of medtech goods covers around 50% of market needs, thus making China rely on imports.

The normalization of the economic relations between Taiwan and China will help Swiss industries to find more business opportunities in Asia-Pacific region, particularly after the signing of the Economic Cooperation Framework Agreement (ECFA) between the two sides. Taiwan is now developing several emerging industries including medtech. Its growth rate in 2010 was more than 10%.

For Swiss suppliers of components, manufacturers of finished products and service providers like engineering and advanced product design, the Asia-Pacific market is open for business.

Concept

Get the needed background information and explore the possibilities to enter these markets or strengthen the current position of your company. The window of opportunity is more open than ever, the Swiss and Chinese government recently launched free trade negotiations. Compared to other western countries Switzerland therefore is in a pole position to benefit from the growing Chinese market.

This delegation trip offers you a well-balanced program, including seminars and site visits. For China and Taiwan there will be each a seminar with local market experts, covering not only basic market facts but also leading to more complex issues like product importation, registration and the protection of your intellectual property. Site visits to companies, hospitals/research organizations and to the largest Asian medtech fair CMEF will complement this delegation trip.

Dates

April 12-16, 2011 (Taipei, April 12-13; Shanghai, April 14; Suzhou, April 15; Shenzhen, April 16)

Program.

Before April 12, 2011

Individual flights to Taipei; corporate rates from SWISS are available, alternatively use an online travel agent, e.g. www.ebookers.ch (see "Travel and accommodation" section on page 6)

Monday, April 11

Optional dinner for Swiss participants, Taipei (location tba)

- Hotel suggestion: Grand Hyatt Taipei, 2 Song Shou Road, Taipei (2 nights, please book individually by quoting "Ernst & Young corporate rate")
- Optional dinner for Swiss participants, Taipei (location and time tba, own expenses)

Tuesday, April 12

Location: Ernst & Young Office,
TWTC International Trade Building
9F, 333, Keelung Road, Sec. 1
Taipei, 11012

- 08:45 Coffee
- 09:00 Welcome and introduction
Patrick Dümmler (Managing Director, Medtech Switzerland) and
Heinrich Christen (Partner, E&Y Zurich)
- 09:15 Cross-strait medical and economic cooperation
Francis Kuo-Hsin Liang (Vice Minister of the Ministry of Economic Affairs)
- 10:00 Recent Taiwanese market development and outlook
Sean Chao (JP Morgan)
- 10:45 Coffee Break
- 11:00 The services of the Trade Office of Swiss Industries (TOSI)
Jost Feer (Director, TOSI)
- 11:45 Intellectual Property Right in Taiwan
Speaker tba (Taiwanese Intellectual Property Office)
- 12:30 Lunch
- 14:00 Opening speech
James Wang or Kim Chang (Country Managing Partner, Ernst & Young)
- 14:10 Cross-strait opportunities and challenges of medical technology industry in the
post ECFA era
James Wang and George Chou (Country Managing Partner, Ernst & Young)
- 14:30 The Taiwanese healthcare system
Speaker tba
- 15:30 Gaining market access and investing in Taiwan – The Swiss experience
Morten Brunvoll (President of the Board, Biodenta Holding)
- 15:30 Coffee Break
- 16:00 Short presentations of Taiwanese medtech companies
- 16:30 Snacks and networking with Taiwanese companies
- 17:30 End of day 1
- 19:30 Joint dinner (location tba); offered by Ernst & Young

Wednesday, April 13

Morning

- Shared transfer by bus
- Site visit of the Industrial Technology Research Institute (ITRI), Medical Electronics and Device Technology Center, Chutung, Hsinchu (near Taipei)
- Lunch

Afternoon

- Shared bus transfer to Taipei Airport
- Suggested flight (please book individually): 17:15h Taipei (Sung Shan) – 18:45h Shanghai (Hongqiao), Shanghai Airlines FM5098

Evening

- Bus transfer to the Park Hyatt Shanghai, 100 Century Avenue, Pudong, Shanghai (suggested hotel, 2 nights, please book individually by quoting “Ernst & Young corporate rate”)
- End of day 2
- Joint dinner in a typical Chinese restaurant offered by Medtech Switzerland

Thursday, April 14

Location: Ernst & Young Office, 50th Floor, Shanghai World Financial Center
100 Century Avenue, Pudong New Area, Shanghai, 200-120

- 09:00 Coffee
- 09:20 Welcome address
Erwin Locher (President, Medtech Switzerland)
- 09:30 Doing business in China
Andreas Bodenmann (Partner, E&Y Zurich)
- 10:15 Introducing the services of the Swiss Business Hub
Claudio Mazzucchelli (Director, Swiss Business Hub China)
- 11:00 Coffee Break
- 11:15 The China healthcare ecosystem and reform
Stanley Chang (E&Y Beijing, Asia Pacific Life Science Leader)
- 12:00 Lunch
- 13:15 Product importation and registration process
Speaker tba
- 14:00 Protecting your Intellectual Property Rights
Ralph Koppitz, Sven-Michael Werner (TaylorWessing)
- 14:45 Coffee Break
- 15:15 Distributor search, assessment and network management
Speaker tba
- 16:00 Successful market entry into China – The Swiss experience
Urs Mattes (General Manager, Mathys China)
- 16:45 Closing
Erwin Locher (President, Medtech Switzerland) and
Heinrich Christen (Partner, E&Y Zurich)
- 17:00 End of day 3
- 18:30 Reception hosted by Heinrich Schellenberg, Consul General of Switzerland;
Networking with Chinese and Swiss entrepreneurs
End of day 3

Friday, April 15

Morning

- Shared transfer by bus or train to Suzhou Industrial Park (SIP)
- Presentation and factory visit **Sonova China/Unitron Hearing**
- Lunch

Afternoon

- Introduction to the Suzhou Industrial Park and tour
- Joint transfer to Shanghai airport by bus or train
- Suggested flight (please book individually):
18:30h Shanghai (Hongqiao) – 20:45 Shenzhen, Shanghai Airlines FM 9379

Evening

- Joint transfer to the Marco Polo Shenzhen, 28 Fuhua 1st Road, Futian CBD, Shenzhen, China 518048 (suggested hotel, 1 or more nights, please book individually); the hotel is within walking distance to the CMEF
- End of day 4
- Individual dinner (own expenses)

Saturday, April 16

Morning and afternoon:

- Joint transfer or walk to the largest medtech fair in Asia, the China International Medical Equipment Fair (CMEF), Shenzhen
- Attend the Swiss medtech press conference (tba)
- Individual visit of the trade fair and lunch (own expenses)
- End of day 5 and the delegation trip

If you are interested in joining the CMEF as an exhibitor at the Swiss Pavilion please contact Medtech Switzerland or find more information on http://www.medtech-switzerland.com/images/content/exhibitions/CMEF_2011_invitation_Swiss_Pavilion.pdf

On or after April 16, 2011

Individual flights back to Switzerland, corporate rates from SWISS are available, alternatively use an online travel agent, e.g. www.ebookers.ch (see "Travel and accommodation" section on next page)

Registration, terms and conditions.

Registration

The number of participants is limited so register now by sending us (scan/mail or fax) the completed registration form (see last page). A detailed travel package with all information needed will be sent to you at the beginning of April. Registration closes March 20.

Travel and accommodation

During the delegation trip, Medtech Switzerland in cooperation with Ernst & Young will organize the whole program and catering for participants as indicated in the program. However, all flights and accommodation needs to be booked and paid individually. There are no block bookings at the suggested hotels (see program). To get a reduced rate at the Hyatt Hotels please quote "Ernst & Young corporate rate" at the time of booking.

Grand Hyatt Taipei

Web: www.taipei.grand.hyatt.com; e-mail: grandhyatttaipei@hyatt.com

Park Hyatt Shanghai

Web: www.shanghai.park.hyatt.com; e-mail: phshanghai.reservations@hyatt.com

Marco Polo Shenzhen

Web: www.marcopolohotels.com

SWISS supports the "Medtech close-up: The Asia-Pacific Market" as the official carrier with attractive fares: For all information and bookings use the keyword „Ernst & Young“ and contact SWISS Key Accounts, Direct Sales, Telephone +41 44 564 1780, Telefax +41 44 564 1495, commercial3.zuerich@swiss.com

We advise participants to book their flights and accommodation early. This is especially important for the flights Taipei-Shanghai and Shanghai-Shenzhen.

Alternatively – also to compare prices – use online travel agents like

- For intercontinental flights: www.ebookers.ch
- For China/Taiwan flights: www.fluege.de

Costs

Because Medtech Switzerland and Osec are contributing to the costs, we are able to offer this delegation trip at the favorable rate of (all prices excl. VAT)

- CHF 2'900.- per person for companies with less than 25 worldwide employees
- CHF 3'400.- per person for companies with less than 50 worldwide employees
- CHF 3'900.- per person for all other companies

The amount will be invoiced after registration and is payable within 10 days. No reduction is possible for attending only part of the program. These costs are only for the services described in the program and particularly do not include flights, accommodation, breakfast and dinner (as outlined in the program). Medtech Switzerland and Ernst & Young make every effort to provide the services and program as outlined. However, alterations are possible and do not entitle to a reimbursement of costs.

Cancellation policy

For written cancellations until April 1 we will reimburse 50% of the costs. For later cancellations there will be no refund. Of course you may nominate another person from your company as a replacement.

Contact, organizers and supporters.

Contact

Dr. Patrick Dümmler, Managing Director Medtech Switzerland
Wankdorffeldstrasse 102, CH-3000 Bern 22, Switzerland
Tel. +41 31 335 62 41, mail: contact@medtech-switzerland.com

For more information regarding flights and accommodation please contact
Brigitte Meyer, Program Manager Ernst & Young AG
Tel. +41 58 286 36 78, brigitte.meyer@ch.ey.com

Organizing partners



Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of Swiss medical technology to key world markets.
www.medtech-switzerland.com



Ernst & Young is a global leader in assurance, tax, transactions and advisory services.
www.ey.com

Supporting partners



The Medical Cluster brings together manufacturers, suppliers, service providers and research and development firms along the medtech value-added chain from throughout Switzerland.
www.medical-cluster.ch



Osec helps companies from Switzerland and Liechtenstein to develop and expand their activities abroad.
www.osec.ch

contact@medtech-switzerland.com

Fax +41 31 335 62 63

Registration form.

I would like to attend the Medtech close-up: The Asia-Pacific Market, April 12-16, 2011.

First name:	Family name:
Position:	Division:
Company:	Address:
ZIP code/town:	Phone:
E-mail:	Signature:

I register at the following costs (all prices excl. VAT):

- CHF 2'900.-, my company has less than 25 worldwide employees
- CHF 3'400.-, my company has less than 50 worldwide employees
- CHF 3'900.-, my company has more than 50 worldwide employees

Invitation letter for visa application:

- Please send me an invitation letter to my e-mail address.

China International Medical Equipment Fair (CMEF) 2011:

- Please register me also for the CMEF 2011 as a visitor (included in delegation trip costs).
- I do not need a CMEF 2011 visitor pass (leaving the delegation trip earlier or already registered as an exhibitor).

Please register by sending us (scan/mail or fax) the completed form above **until March 20** to:

- contact@medtech-switzerland.com
- or
- Fax +41 31 335 62 63

You will receive a registration confirmation for this delegation trip by e-mail. A detailed travel package with all information needed will be sent to you at the beginning of April.

We are looking forward to seeing you soon in Taipei!

Checklist

„Medtech close-up: The Asia-Pacific Market“.

This checklist will help you to plan and prepare your participation at the delegation trip. It is only a guideline and does not claim to be comprehensive or accurate.

- Register for the delegation trip by sending the registration form to Medtech Switzerland (see page 8)
- Arrange individual meetings with business partners in the region

Book flights

Suggested resources:

- SWISS corporate rate (keyword Ernst & Young): Tel. +41 44 564 1780, Mail commercial3.zuerich@swiss.com
 - For Europe-Asia flights: www.ebookers.ch
 - For Asian flights: www.fluege.de
- April 10/11 (arrival must be on April 11 evening at the latest): Switzerland – Taipei
 - April 13 (evening): Taipei – Shanghai; suggested flight is with Shanghai Airlines FM 5098, departure 17:15, arrival 18:45
 - April 15 (evening): Shanghai – Shenzhen; suggested flight is with Shanghai Airlines FM 9379, departure 18:30, arrival 20:45
 - April 16 (evening or any date later depending on individual travel plans): Shenzhen or Hong Kong – Switzerland (Hong Kong airport is approximately 1 hour driving distance from Shenzhen)

Book accommodation

- April 11 –13 (two nights) at the suggested hotel: Grand Hyatt, 2 Song Shou Road, Taipei (keyword: Ernst & Young corporate rate)
Web: www.taipei.grand.hyatt.com; e-mail: grandhyatttaipei@hyatt.com
- April 13 – 15 (two nights) at the suggested hotel: Park Hyatt Shanghai, 100 Century Avenue, Pudong, Shanghai (keyword: Ernst & Young corporate rate)
Web: www.shanghai.park.hyatt.com; e-mail: phshanghai.reservations@hyatt.com
- April 15 – 16 (one or more nights depending on individual travel plans) at the suggested hotel: Marco Polo, 28 Fuhua 1st Road, Futian CBD, Shenzhen (no corporate/special rates available) Web: www.marcopolohotels.com

Visa application

- Apply for a Chinese business visa at the Embassy in Bern or at the General Consulate in Zurich (allow at least 5 business days for processing)

Swiss nationals visiting Taiwan and/or Hong Kong do not require a visa provided their stay in the country does not exceed 30 days. Their passport must, however, still be valid for 6 months and a return plane ticket (with confirmed reservation) must be produced.