

Medtech Close-Up: Trade Mission to China.

October 16-18 2013, Shanghai and Hong Kong.



Co-organizer

Roland Berger
Strategy Consultants

Partners

 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business

swissne 
 China

Medtech Close-up: China.

Summary

Since the late 1970s, **China** has moved from a closed, centrally planned system to a more market-oriented economy that plays a major global role. In 2010, China became the world's largest exporter and the **second largest economy** after the US, having surpassed Japan as measured by purchasing power parity. The restructuring of the economy and resulting efficiency gains have contributed to a more than tenfold increase in GDP since 1978.

China has the largest population of any country in the world with approximately 1.3 billion people. The Chinese government faces numerous economic and social challenges but has been working towards the implementation of economic and **health-related solutions** with major spending packages being realized over the last several years. The consumption of healthcare products and services in China is relatively small (5.1% of GDP) but indicates a seemingly huge **potential for future expansion** in consumption of healthcare products and services.

Medtech Switzerland and its partners have teamed up to bring you "**Medtech Close-Up: Trade Mission China**", a fact finding mission designed to give attendees **first-hand experience**, information and a chance to meet like-minded business people already established in China.

- ✓ Insights into the structure and development of the Chinese medtech and healthcare market
- ✓ Learn what it takes to get a business started in China and Hong Kong
- ✓ Network with Chinese counterparts and foreign companies already active in China

Dates and location

October 16-18 2013, Shanghai and Hong Kong

Medtech mission to South Korea

Medtech Switzerland's China mission is **linked** to the program of the Switzerland Global Enterprise (formerly known as Osec) medtech **mission to South Korea, October 14-15**. Both missions can be attended separately or together. More information on the South Korea mission can be found at www.switzerland-ge.com.

Program.

Wednesday, 16 Oct.
Shanghai

Morning – Arrival

Transfer from Seoul to Shanghai (see the trade mission of Switzerland Global Enterprise to South Korea) OR individual arrival in Shanghai.

Recommended hotels (both within walking distance to the seminar venue):

The Portman Ritz-Carlton, Shanghai 1376, Nanjing Xi Lu Shanghai 200040 Phone: +86 21 6279 8888 www.ritzcarlton.com/en/Properties/Shanghai/Default.htm	Swissotel 1 Yu Yuan Road, Jing An District Shanghai 200040 Phone: +86 21 5355 9898 www.swissotel.com/hotels/shanghai/
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Afternoon – Seminar

Location: Offices of Roland Berger Strategy Consultants
23rd Floor Shanghai Kerry Center, Rooms 2308-2309
1515 Nanjing West Road, Shanghai 200040

- 13:30 Welcome and introduction round
*Dr. Patrick Dümmler, Managing Director, Medtech Switzerland, Berne
Representative from Roland Berger, Shanghai*
- 14:00 Innovation and R&D in China
*Pascal Marmier, Executive Director, Vice Consul General, Swissnex China,
Shanghai*
- 14:30 Market entry strategies for medtech companies
Representative from Roland Berger, Shanghai
- 15:00 Coffee break
- 15:30 Opportunities and challenges for Swiss medtech companies:
An introduction to the Chinese market
Dr. Urs Mattes, Senior Advisor China, Medtech Switzerland, Shanghai
- 16:00 New regulations in medtech
Representative from China Food and Drug Administration (CFDA)
- 16:30 Legal requirements and patent protection
Nathan Kaiser, Partner, Eiger Law, Shanghai
- 17:00 The Free Trade Agreement between Switzerland and China – Opportunities for
medtech companies
Representative from the Swiss Embassy to China
- 17:30 Wrap-up and closing

Evening – Networking reception

- 19:00 Bus transfer to the Swiss Consul General's residence
- 20:00 Networking cocktail with Swiss entrepreneurs, Chinese medtech companies,
authorities, and medtech experts at Swiss Consul General's residence.

Thursday, 17 Oct.
Shanghai

Morning – Site visit

09:00 Transfer to the **Shanghai Chjangzheng Hospital**.

The hospital is **one of the largest and best-known hospitals in China**. It is an affiliated teaching hospital of the Second Military Medical University, one of the six key medical universities in China.

www.smmu.edu.cn/english/SMMU_Hospital_chzh.htm

On-site seminar with the **head of the purchasing department**. Learn about how hospitals take decisions to purchase medtech products.

Guided site visit and networking with hospital representatives.

12:30 Lunch at the hospital

OR

Matchmaking – Prearranged individual meetings between Swiss delegation members and local Chinese companies or healthcare leaders. Early registration required; see last page of this brochure. Matchmaking service provided by Switzerland Global Enterprise/Swiss Business Hub China.

Afternoon – Site visit

14:00 Transfer to Chinese medtech manufacturer **MicroPort**.

MicroPort is the leading developer of interventional medical device products in China and is **listed on the Hong Kong stock exchange**.

www.microport.com.cn/english/main.asp

Guided site visit and networking with company representatives.

17:00 Transfer to the city center/hotel

OR

Matchmaking – Prearranged individual meetings between Swiss delegation members and local Chinese companies or healthcare leaders. Early registration required; ; see last page of this brochure. Matchmaking service provided by Switzerland Global Enterprise/Swiss Business Hub China.

Evening

Individual dinner.

Friday, 18 Oct. Hong Kong

Morning

Flight to Hong Kong (about 2.30 h) organized by Medtech Switzerland. Flight costs will be invoiced as incurred and in addition to the participation fee for this trade mission. Transfer to the seminar venue by bus.

Afternoon – Seminar

Location: Hong Kong Science & Technology Park
8/F, Bio-Informatics Centre, No. 2 Science Park West Avenue
Hong Kong Science Park, Shatin, New Territories, Hong Kong

- 14:00 Welcome and introduction round
Dr. Patrick Dümmler, Managing Director, Medtech Switzerland, Berne
- 14:15 Opportunities for companies in Hong Kong
Representative from Hong Kong Invest
- 14:45 Doing business in Hong Kong from a Swiss perspective
Frank Eggmann, Head of Swiss Business Hub Hong Kong
- 15:00 Coffee Break
- 15:30 The value of Hong Kong for doing business in the Greater China region
Dr. Urs Mattes, Senior Advisor China, Medtech Switzerland, Shanghai
- 16:00 Hong Kong Science & Technology Park – Experience of a company
Representative from a company based in the park, Hong Kong
- 16:30 Wrap-up and closing
- 17:00 End of the seminar

Evening – Networking dinner

- 18:00 Farewell dinner in a downtown restaurant (tba)

– End of the trade mission –

Individual return to Switzerland: The Swiss flight leaves Hong Kong at 23:15 /
Arrival in Zurich on Saturday, October 19 at 6:10.

Registration, terms and conditions.

Registration

The **number of participants is limited** so please register as soon as possible to ensure a place by submitting the completed registration form (scan/email or fax - see last page). A detailed travel package with all information needed will be sent to you in late September. **Registration closes October 4.** Registrants interested in individually **matchmaking** with Chinese companies must register by **August 30.**

Travel and accommodation

During the trip, Medtech Switzerland and its partners will organize the program and catering as listed in this brochure. **Visa, international flights and hotel reservations are the responsibility of the participants.** Recommended hotels: See page 3.

Costs

Medtech Switzerland and Switzerland Global Enterprise partially subsidize the cost of this delegation trip. Rates are listed below and exclude flights, accommodation and meals (except where explicitly mentioned in the program). All prices are per person and exclude VAT.

CHF 1,800.-, for companies with less than 25 worldwide employees

CHF 1,950.-, for companies with less than 50 worldwide employees

CHF 2,100.-, for companies with 50 or more worldwide employees

Early bird savings: **Save CHF 150.-** off the above registration rates **until July 31!**

Flight costs from **Shanghai to Hong Kong** (one way, approx. CHF 150.-) will be **invoiced as incurred and in addition** to the above participation fee for this trade mission.

Individual half-day **matchmaking** on October 17 can be arranged for companies on a mandate basis. Switzerland Global Enterprise/Swiss Business Hub China would submit an offer for organizing individual meetings according to the requirements of individual companies.

Companies with no established business activity in Switzerland are subject to full costs. Please contact Medtech Switzerland directly regarding this possibility.

The fee for attendance will be invoiced after registration and must be paid within 10 days. No fee reduction is possible for individuals attending only part of the program. The fee only covers the costs for the services described in the program and do not include travel expenses, accommodations, or meals (except as outlined in the program). Medtech Switzerland and its partners will make every effort to provide the services and program as outlined, however changes to the schedule are possible and will not entitle attendees to reimbursement.

Cancellation policy

For written cancellations submitted before August 31, 50% of the costs will be reimbursed. For later cancellations there will be no refunds; however companies may substitute another person to attend the event.

Contact, organizers and supporters.

Contact

Patrick Dümmler, Managing Director, Medtech Switzerland
Wankdorffeldstr. 102, Postfach 261, 3000 Bern 22

Registration and project management:

Jonas Frey, Project Manager, Medtech Switzerland
Tel. +41 31 335 62 41, jonas.frey@medtech-switzerland.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

Roland Berger Strategy Consultants

Roland Berger Strategy Consultants is one of the world's leading strategy consultancies with about 2,700 employees working in 51 offices in 36 countries worldwide.
www.roland-berger.com

Supporting partners



Switzerland Global Enterprise informs, advises and guides SMEs from Switzerland and Liechtenstein in their international business ventures. It links companies, experts and private and public organizations around the world, thus facilitating promotion of foreign trade.
www.switzerland-ge.com



swissnex's goal is to promote Switzerland's excellence as one of the world's leading countries in the fields of innovation, research, technology and higher education, to connect academia and business and to facilitate cooperation between the two countries.
www.swissnexchina.org

Registration form.

jonas.frey@medtech-switzerland.com

I would like to attend Trade Mission China, October 16-18, 2013.

Mr. Mrs/Ms

First name: _____ Family name: _____

Position: _____ Division: _____

Company: _____ Address: _____

ZIP code/town: _____ Phone: _____

E-mail: _____ Signature: _____

I would like to register at the following cost (all prices excl. VAT):

- CHF 1,800.-, my company has less than 25 worldwide employees
- CHF 1,950.-, my company has less than 50 worldwide employees
- CHF 2,100.-, my company has 50 or more worldwide employees

Early bird: **Save CHF 150.-** off the above rates for registration **until July 31!**

Included in the price:

- ✓ Two seminars in Shanghai and Hong Kong
- ✓ Site visits as outlined in the program
- ✓ Cocktail reception
- ✓ Meals and local transfers as outlined in the program

I understand that **flight costs from Shanghai to Hong Kong** (one way, approx. CHF 150.-) will be **invoiced as incurred and in addition** to the above participation fee for this trade mission.

Optional: I would also like to get an offer for individual matchmaking with local Chinese companies or healthcare leaders

Half-day **matchmaking**: Prearranged individual business meetings between registrants and potential Chinese customers or collaboration partners. Registrants will be contacted by Switzerland Global Enterprise/Swiss Business Hub to define the required profile of the meetings. Registrants interested in individual meetings with Chinese companies **must register by August 30 at the latest** in order to allow for preparation of the meetings.

The trade mission will take place when a minimum of 6 participants have registered. In the event that an insufficient number of participants register for the trip, registrants will be reimbursed for payments made to Medtech Switzerland only.

Please **register** by sending us (scan/email or fax) this completed form **by October 4** to:

- jonas.frey@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 October. We are looking forward to seeing you soon in China!