



GREATER BAY AREA
- HUANGPU -

Reality Check: China's post-pandemic MedTech market opportunities



The COVID-19 pandemic has had a lasting impact on the medtech industry worldwide triggering emergence of new trends, reform and policies.

Join us on **21st of March at 9:00 am CET online** to catch up with the latest medtech trends, discover market entry opportunities, discuss IP-related policies and get to know concrete business model solutions at the heart of the world's leading innovation and future technologies hotspot – **the Greater Bay Area (GBA)**, South China.

FEATURING

Guangzhou International Bio-island – next generation life science park located in Huangpu District (Guangzhou), China

MELCHERS CHINA – global service provider from Germany focused on helping internationalization of businesses in Asia and beyond.

HIGHLIGHTS

- First-hand medtech industry insights from South China – the GBA
- Medtech market opportunities and market access guidelines
- IP regulations and policies in MedTech and healthcare
- Business support ecosystem for international companies on the ground.

GBA HEALTHCARE WEBINAR AT GLANCE

TITLE: Reality Check: China's post-pandemic MedTech market opportunities

DATE: 21st of March 2023

TIME: 09:00 am – 10:15 am CET / 16:00-17:15 CST

REGISTRATION: https://us06web.zoom.us/webinar/register/WN_ik3TTYBGSWOUV6fLlfeTYA

EVENT LANGUAGE: English

AGENDA

09:00-09:10	Opening & Welcome Addresses	Ray Zhang , vice-president Guangzhou International Bio-island Eugenio Mimosi , International Affairs Manager at bioPmed - Piemonte Life Science Cluster and Bioindustry Park Silvano Fumero
09:10-09:20	Greater Bay Area – MedTech & Healthcare Highlights	Klaus Zenker , chair of the European Chamber in South China, vice president of EUCCC China
09:20-09:30	Post-pandemic status in MedTech industry: South China	Daniel Frerichs , Director of Huangpu District (Guangzhou) office in Europe
09:30-09:40	Post-pandemic opportunities in MedTech industry: Guangzhou International Bio- island (services, setup, support infrastructure, how to get in touch with potential partners/building partnerships)	Paul Xie , Manager of Guangzhou International Bio-Island Bio-Pharma Intellectual Property Commercialization Center
09:40-09:55	China Business Sharing - Koehler Pharmaceuticals (Beijing) Ltd	Mike Hofmann , Managing Director, Melchers China
09:55-10:15	Q&A and closing remarks	Moderator: Daniel Frerichs , Director Europe, Huangpu District

SPEAKERS



Klaus Zenkel is the Vice President of European Chamber of Commerce in China and the Chairman of European Chamber South China Board. In this capacity, he supports the member companies and manages relations with the government officials.

Mr. Zenkel held executive management positions within the Siemens Group from 1993 to 2006 and was the Technical Director at Siemens SSMR in Shenzhen.



Paul Xie is a Manager at Bio-Pharma Intellectual Property Commercialization Center, Guangzhou International Bio-island. Mr. Xie holds a master's degree from the University of Connecticut and specializes in Intellectual Property Data Analysis.



Mike Hofmann has been the Managing Director of Melchers China at its Beijing office and is the Board Member of the German Chamber of Commerce in China | North China since 2018. He has 16+ years of professional experience, holding various management positions in China, including AHK Greater China in Beijing. Since 2018 he. Mr. Hofmann holds a master's degree from the Technical University of Darmstadt and an MBA from the Robert H. Smith School of Business at the University of Maryland.



Daniel Frerichs is Director of Huangpu District (Guangzhou) office in Europe since March 2020. Holding a doctorate in communication science from University of Bamberg, Daniel looks back at more than 15 years of professional experience internationally. After working for his own strategy consultancy, he relocated to China and joined the management board of the Austrian hidden champion Julius Blum in Shanghai where he led organizational and business development projects in all major business units.

EVENT PARTNERS



MAGIA2MARKET is an EU-funded cluster collaboration platform that enables European SMEs to build international relations, enhance market presence and foster industrial collaborations. The project brings together the four European leading MedTech clusters: bioPmed (coordinator, Piedmont), BioWin (Wallonia), Life Science Nord (Northern Germany) and Lyonbiopole (Auvergne-Rhône-Alpes) joining forces to continue the successful European Strategic Cluster Partnership on MedTech (<https://www.magia2market.com/>)



Guangzhou International Bio-island is the next generation life science park located in Huangpu District (Guangzhou) that houses largest bio-tech incubation centre, laboratories as well as numerous R&D facilities, such as Merck Guangdong Innovation Centre, South China Institute for Stem Cell Biology and Regenerative Medicine, and Guangzhou Sino-Israel Bio-industry Investment Fund (GIBF).

GBA EVENT SERIES PARTNERS



About the Event Series

The Greater Bay Area Event Series is an established Sino-European exchange platform to discuss future technologies' topics related at the world's future economy hotspot – the Greater Bay Area in South China. The Seminar Series offers you and your company a unique opportunity to learn the experience and insights from both - those who successfully operate their business in China already today and those who are entering the Chinese market right now. Connect to **top experts** from China and Europe, enhance your business strategies with industry-focused **success stories and case studies**, get **first-hand industry insights** from China's leading tech professionals, and **discuss** the latest Europe-China **industry trends** in **biomedicine, medtech and healthcare**.

About the Organiser

Located at the heart of Greater Bay Area (GBA) **Huangpu, Guangzhou Development District** is one of the **TOP 3 high tech and future economy** development zones in China. More than 60,000 companies (~20,000 foreign invested companies), including 200 Fortune 500 companies successfully operate in Huangpu – generating a total tax revenue of more than **USD 20 Billion**.

Huangpu's attractive future technologies' environment is rooted into the district's strong industrial infrastructure (incl. the world's 5th biggest port) and innovation backbone (incl. two Chinese Academies of Science). The healthcare cluster in Huangpu alone comprises more than 1,000 research and manufacturing companies and recorded an industrial output of more than USD 16 billion in 2021.

Global biomedicine players such as Lonza, Bayer, Zeiss, AstraZeneca, Cytiva, BeiGene, Innocare, Danaher or Akeso, as well as leading SMEs such as IKA, Artoss or Richardson Biotech have successfully settled down in the District and are contributing to the development of a special mix of production, research, and innovation ecosystem in Huangpu's Healthcare Cluster.

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