



*How to incubate in China 's Healthcare Market?
Learn from those who do it successfully!*

Volume 4. of the GBA Healthcare Seminar Series will focus on business incubation models in the Chinese healthcare industry. Join us on 29th of April from **09:00 – 10:30 (CET) / 15:00-16:30 (CST)**.

Organizer: Huangpu, Guangzhou Development District

Zoom registration link: https://zoom.us/webinar/register/WN_lgtwB8_gRNmjm3e9XqjiPw.

The GBA Healthcare Seminar Series is a primary platform to foster dialogue and streamline communication between European and Chinese healthcare/biomedicine business and academic communities.

Get a **first-hand knowledge** from leading business incubator facilities from China's world-class healthcare cluster - "Huangpu Healthcare Hub", participate in **case studies**, and **communicate with experts** from Merck Guangdong Innovation Hub and Guangzhou International Bio Island as well as the leading European healthcare clusters, such as BioM Cluster development in Munich, BioCon Valley in Rostock, and Bio Region Catalonia in Barcelona.

Agenda

09:00-09:05 | Opening & Welcome (**Daniel Frerichs**, Director Europe, Huangpu, GDD)

09:05-09:15 | Welcome addresses from Bio/Invest Catalonia and Guangzhou International Bio Island (**Joan Vicens Sard**, General Manager for Investment Promotion South China at Invest in Catalonia, **Montserrat Daban Marin**, International Relations Director, Biocat, **Ray Zhang**, Vice President of Guangzhou International Bio-Island Co. Ltd.)

09:15-09:30 | Developing an Incubation "Silk-Road-Shuttle" to Greater Bay Area (**Daniel Frerichs**)

09:30-09:45 | Joining the Guangzhou International Bio Island Incubator - Case Study - Aortyx
<https://aortyx.com/> (**Jordi Martorell**, CEO & Co-founder at Aortyx)

09:45-10:00 | Multinational Corporation Innovation Business Model-Practice of Merck Guangdong Innovation Hub (**Mos Mo**, Associate Director at Merck Guangdong Innovation Hub)

10:00-10:15 | Success Stories from Guangzhou International Bio Island Incubator (**Ray Zhang**)

10:15-10:30 | Q&A (moderated by **Daniel Frerichs**)

10:30-10:35 | Closing Remarks (**Daniel Frerichs**)

The Greater Bay Area Healthcare Seminar Series offers you and your company a unique opportunity to get the **first-hand insights** from those who operate their business in China already today and those who successfully supported the **foreign healthcare companies and start-ups** entering the Chinese market. Connect to the **top business and healthcare experts** from China and Europe and get inspired with the **success stories and case studies**.



OUR Industry & Cluster PARTNERS





This seminar concept at a glance:

Business Incubation in Guangzhou International Bio Island (GIBI) and Merck Guangdong Innovation

Hub: GIBI's and Merck's experts share important insights about business incubation for start-ups in Huangpu Healthcare Hub. What is the process? What are the challenges? Which incentives and support are in place?

(SME) Case Studies: Foreign start-up that is planning to enter the Chinese healthcare market will present its business model, technologies and (strategic) considerations regarding China. Furthermore, our healthcare industry experts in China will show market and competition analysis, business model, financing and supportive measure possibilities and regulatory affairs aspects as well as provide details on recommended approaches for each presented case study.

Connect and communicate with experts: Our seminars are designed as online & offline events, which gives you the opportunity to simultaneously interact with the featured companies as well as with our experts in China (e.g., business developers, distributors, regulatory affairs specialists, government officials).

Due to the public health concerns related to the ongoing COVID-19 pandemic, this seminar will take place **online only** both in Germany and China.

About Us

Located at the heart of Greater Bay Area (GBA) Huangpu 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.

"Huangpu Healthcare Hub" is one of the most developed healthcare clusters in China, housing BeiGene Biologic's large molecules manufacturing site (a US \$330 million investment) as well as other biotech giants such as Innocare, Lonza, GE LifeSciences, AstraZeneca and Akeso. Huangpu also leads in terms of outstanding performance in biomedicine/healthcare infrastructure, supportive policies, R&D resources, and future economies.

