

BUSINESS MISSION INFORMATION

HEALTHCARE & MEDICAL TECHNOLOGIES

9 – 13 APRIL 2018, CHINA

Are you interested in applying for the EU Gateway to China 2018 Healthcare & Medical Technologies Business Mission? Are you seeking more information about the EU Gateway to China coaching approach, the standard and customised services, the promotion of your company in China, a more detailed outline of the Business Mission Week, and the financial support offered by the European Union? Please read this document

1. Overview of the 2018 Healthcare & Medical Technologies Business Mission to China

1.1 Coaching

All participating European companies receive coaching at the application stage, before departure to China, during the Business Mission week in Shanghai, and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After submitting an Expression of Interest, we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Chinese Healthcare & Medical Technologies market and help you to define your market strategy.
- **Pre-departure meeting:** Before the Business Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Business Mission week, a presentation on the Chinese market in your business sector, and consultation on the business matching process.
- **Post-mission follow up:** Shortly after you return to Europe, your EU Gateway Coach will debrief you and offer advice on follow up with contacts made in China. You will also be asked to complete an online questionnaire after the business mission.

1.2 Standard and Customised Services

■ **Standard services:** Standard services are designed to maximise your business opportunities in China. They are fully financed by the EU and provided at no cost to participants. Standard services include:

- Product or service suitability check
- Search for local business partners in China
- Scheduling of individual meetings
- Promotion of the business mission in the Chinese market
- Promotion booth at the 2-day Business Exhibition:

Booth specification: 3x3m floor area; your company name in English (and Chinese, if applicable), your country of origin, and booth number; storage cabinet; brochure stand; meeting table and four chairs; lighting; electrical outlet (220V/60HZ) with multi adapter plug; and Wi-Fi Internet connection

- A personal interpreter (English-Chinese-English only) at your booth on the two Business Exhibition days
- Stand-by support during the entire Business Mission week
- Promotion of your company in China (see 1.3 for details)

■ **Customised services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:

- Translation into Chinese and printing of company documentation, product manuals, brochures, and business cards, etc.
- Personal interpreter (English-Chinese-English only) for business meetings held outside of the Business Exhibition Days
- Support in registering IP rights in China
- Additional business-related services provided by independent experts

1.3 Promotion in China

As part of the Standard Services, all participant companies will be featured in a comprehensive promotional campaign run in China. Promotion will include:

Press release: press releases will be distributed to targeted media promoting companies participating in the Business Mission.

Media articles: your company and the Business Mission will be featured in mainstream and sector-related local media, providing valuable exposure in China for your company.

Social media: Promotion of the Business Mission through Chinese social media channels, such as WeChat, Sina Weibo, Youku and LinkedIn.

Direct mail: invitations to the Business Exhibition Days and a Business Networking Reception will be sent to sector-related Chinese companies, industry associations, and public organisations in China.

Chinese website: individual Chinese companies and members of the Chinese Partner Organisations can register to visit the Business Exhibition Days and request B2B meetings via online registration system.

Business Mission Catalogue: a printed Chinese/English catalogue detailing all EU companies participating in the Business Mission will be distributed at the Business Exhibition Days. Each company profile includes:

- Company key data and contact information
- A company introduction
- A summary of the company's products and technologies
- Images of priority products your company wishes to focus on in China

2. The Business Mission Week

The 5-day Business Mission week in China will take place in Shanghai from **Monday 9 April to Friday 13 April 2018**. Participants should anticipate arriving in Shanghai on Sunday 8 April 2018 and leaving on Saturday 14 April 2018 in order to be present at mandatory events from Monday morning to late Friday afternoon.

2.1 Sunday evening: Welcome/Networking Meeting

Time: 18:00–20:00

All participants are invited to an informal get-together at the mission hotel or nearby venue to meet the local mission organisers and network with other participants. The event is optional but you are encouraged to attend.

2.2 Monday morning: Briefing Session

Time: 09:00–12:00

The **Briefing Session** comprises a short final update on mission week events and meeting schedule by the organisers, followed by in-depth presentations on the Chinese Healthcare & Medical Technologies market by local sector experts. Lunch is provided after the presentations.

2.3 Monday afternoon: Site Visits

Time: 13:00–18:00

Site Visits on Monday afternoon will offer an insight into the Healthcare & Medical Technologies sector in China. Transport will be provided. Participation is optional.

2.4 Tuesday & Wednesday: Business Exhibition Days

Time: 09:00–17:00

Two **Business Exhibition Days** will take place at the Mission Hotel nearby the venue of and running in parallel to the China International Medical Equipment Fair in Shanghai. Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at booths or nearby meeting areas at the exhibition.

Time: 17:00 – 19:00 (Tuesday only)

A **Business Networking Reception** hosted by the European Union on Tuesday evening presents an opportunity to network with business contacts, potential partners, and professional colleagues in an informal environment. Participants will be able to invite their own guests and meet representatives from EU Member State embassies and business organisations invited by the organisers.

2.5 Thursday & Friday: Business Meetings and Optional Activities

On Thursday and Friday, participants will be able to hold follow-up meetings with contacts made during the Business Exhibition Days, as well as with any existing contacts and business partners the participants may have. These days are also an opportunity to visit local companies located within or outside of Shanghai.

Meetings on Thursday and Friday will take place at venues decided by participants and their business contacts. The local organisers will provide support in arranging and traveling to meetings as required.

Participants will be able to visit the **China International Medical Equipment Fair (CMEF)** on Thursday and/or Friday. Since its launch in 1979, CMEF has become the largest fair of medical devices, related products and services in the Asia-Pacific region. The fair widely covers 15,000 products such as medical imaging, IVD equipment and reagent, medical electronics, medical optics, first aid, rehabilitation devices, nursing, telemedicine, wearable devices and outsourcing services, and it serves the entire value chain of medical devices from the source to the end in a direct and all-round way.

The event will provide an opportunity for participants to gain insight into trends in the local medical/healthcare industry and to meet potential new contacts. The EU Gateway organisers will provide participants with an entry badge and directory for the exhibition.

Further information about CMEF can be found on its [website](#).

Participants will also be able to visit other important and relevant business stakeholders such as leading medical devices technology industry parks such as the Zhangjiang Hi-Tech Park, and the Shanghai Medical International Zone, on Thursday and/or Friday. The close vicinity of these parks

will provide an opportunity for participants to meet sector contacts to discuss business models and gain insight on industry trends.

2.6 Friday afternoon: Debriefing Session

Time: 15:00 – 17:00

The **Debriefing Session** is an important event that allows all participants to give their opinions on the Business Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for the purpose of making improvements to the EU Gateway to China.

3. Financial Support from the European Union

The European Union encourages your commitment to the Chinese market by co-financing the following:

Accommodation: the European Union provides up to €1,000 for six nights of accommodation at the designated Mission hotel in Shanghai (Sunday night to Friday night) during the Mission week in China. This payment is conditional upon the company representative's attendance of all mandatory events as defined by the organiser.

Details on the Mission hotel and how to book accommodation will be available after selection.

Customised services: the EU co-finances 80% of the cost of Customised Services up to a maximum of €1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from China and travel within China (except for the Monday Site Visit).
- All **insurance** related to travel, accommodation and business in China.
- **Visa** to China (organiser will issue an Invitation Letter to all mission participants).

4. Further Information

You can read more about the programme on the EU Gateway Programme website: www.eu-gateway.eu.

To discuss any aspects of application or participation with a representative from the European coaching network, please contact the following: coaching.network@eu-gateway.eu.