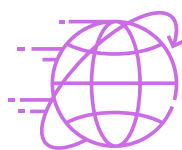


# CHINA MARKET ENTRY Reality Check 2021

01 July @1 pm CEST



Everyone talks about China's healthcare market, about its size, about its fast and diverse development and about its rapid maturation and change (in terms of legal and regulatory environment). On the other hand, not many have visited the market yet – old stereotypes die hard!



*What is the new reality in the Chinese healthcare market? What best practises are there today? What are the new and future healthcare hotspots in China? Why and how is China becoming a more and more important element of any internationalisation strategy – especially in light of recent market and regulatory developments?*

This internationalisation crash course will offer you a reality check on China's Healthcare market in the 2020s and it will challenge what you believe you know about the Chinese and international healthcare market.

## AGENDA

- |       |  |
|-------|--|
| 13:00 | <i>"China Opportunities &amp; Internationalisation Strategies in the 21. Century"</i> - Jan Gradel, Sino German Hi Tech Park Holding<br><i>"Greater Bay Area Healthcare Footprint"</i> - Mos Moo (tbc), Merck China<br><i>"China Market Entry – Reality Check 2021"</i> - Daniel Frerichs, Huangpu District - Guangzhou Development District |
| 14:00 | Success Story from Huangpu - Malcolm Richardson, Chief Scientist at Richardson Bio Tech  |
| 14:15 | Case Study, tba  |
| 14:30 | Q&A Session  |
| 15:00 | Wrap-up  |

You can set-up 1:1 Consulting meeting with Daniel Frerichs before or after the event!

**REGISTRATION**



## SPEAKERS



**Daniel Frerichs** - Holding a doctorate in communication science, the founder of Pragma Institute (Reutlingen) and the B2B-WeChat-Agency Salt & Pepper (Shanghai) looks back on more than 15 years of international working experience. After being in charge of international business development for the Chinese medical device distributor MEDECHI, Daniel was member of management board of the Austrian hidden champion Julius Blum in Shanghai for five years. During this time he lead diverse strategic projects in business development and operations – from office and showroom construction to development and implementation of marketing communication (e.g. WeChat) or e-commerce platforms (e.g. Tmall). Today he leads the European economic promotion bureau of Huangpu (Guangzhou) District in Heidelberg (Germany) – one of the top three national-level development districts in China, which is located at the heart of Greater Bay Area – and is initiator of “Huangpu Future Economy Survey”.



**Malcolm Richardson** is a Consultant Clinical Scientist in Medical Mycology at the Mycology Reference Centre, Manchester University NHS Foundation Trust at Wythenshawe Hospital and an honorary Professor of Medical Mycology at the University of Manchester. In 2017 the Mycology Reference Centre became the first European Confederation of Medical Mycology Centre of Excellence (Diamond Status). Malcolm Richardson is an elected Fellow of the Royal College of Pathologists and the Royal Society of Biology. His clinical and laboratory investigations have focused on the pathogenicity, diagnosis and epidemiology of superficial and systemic fungal infections. More recently he has applied his diagnostic experience to investigating the mycobiome of indoor environments using next generation sequencing. Malcolm Richardson is a NIHR Manchester Biomedical Research Centre infection project lead.

REGISTRATION