

## Purpose

In Marts 2019, a business conference focusing on health tech and pharma medical will be held in Shangyu outside Shanghai. Nordicflexhouse have many years of strategic partnership with the Shangyu government and the Zhejiang province. The conference will provide the opportunity for Nordic health tech and pharma medical companies to meet the Chinese health tech and pharma medical companies for business collaboration. An incubation fund of more than 5 billion RMB has been made available for Nordic-China business collaboration.

The Nordic companies and Chinese companies will have the match making meetings and share market insights for both Nordic market and Chinese market, to find out the business collaboration opportunities between the companies. The collaboration between Chinese and Nordic companies and organizations could be product collaboration, R&D collaboration, marketing collaboration, etc.

The Conference will focus on these areas:

Medical technologies: medical technologies are the technologies related to the medical instrument R&D, medical product manufacturing.

Pharma and bio-technologies: Pharma and Bio-technologies are related to Pharma medicine production, Pharma medicine R&D, Bio-technology R&D, Bio-technology product manufacturing.

Smart health care technologies: Smart health care technology R&D, Smart health care technology product manufacturing.

## Time and location

12<sup>th</sup> – 14<sup>th</sup> of Marts 2019 a 3 day program.

The conference will takes place in Shangyu – 1 hour from Shanghai.

A bus will drive the Nordic delegation to Shangyu and also back to Shanghai.

## Target group

Main target group are companies from Nordic and China for business collaboration.

Before the conference the Nordic participants will be informed about China participants, so it will be possible to arrange meetings at the match making event day 2 at the conference.

## Conference program

Date	Activity
11/3	Arrive Shanghai Pudong airport, bus drive to Shangyu
12/3	Conference in Shangyu(presentation+match making) Morning session: 1. Start of the conference. 2. Presentation from expert to present the health care/Pharma medical industry in China, like the new MAH (Marketing Authorization Holder) regulation, where the R&D and production can be separated into two juridical companies. 3. Presentation from Nordic network organizations that present the

	<p>Healthcare/Pharma medical industry in Nordic countries.</p> <ol style="list-style-type: none"> <li>4. Presentation about successful China and international business collaboration cases in the Healthcare/Pharma medical industry area.</li> <li>5. Presentation from a Healthcare/Pharma medical service company (CRO,SMO) in China. The company make medicine/product testing.</li> <li>6. Presentation from China and Nordic companies.</li> </ol> <p>Afternoon Session</p> <ol style="list-style-type: none"> <li>1. Match-making meeting between Chinese companies and Nordic companies. In this session, Nordic companies and Chinese companies will make presentations, and there will be small group match-making sessions.</li> </ol>
13/3	Guide tour in the area and visiting several selected local companies
14/3	The delegation leave Shangyu

More information about Sino-Danish Innovation Park:

<http://www.sinonordicipark.com/>.

More information about health tech and pharma medical cluster in Shangyu:

[http://www.sinonordicipark.com/Shangyu%20company%20in%20Medical\\_Health%20industry.html](http://www.sinonordicipark.com/Shangyu%20company%20in%20Medical_Health%20industry.html)

## Price

The Nordic participants will participate in the three days conference for free. Also bus transportation from Shanghai to Shangyu and back to Shanghai will be free of cost. The day 3 company visit and visit to interesting places in the area will be for free of charge.