

2019 HiMed-Biodesign Bootcamp

Australian Innovators in China

ABOUT THIS EVENT

China is the second largest and fastest growing Medtech and Biotech market. Over the last few years, this has resulted in increasing investment interest by Chinese Medtech and Biotech into global the health-care and medical research sector.

The Bootcamp will tangibly provide CEOs and of medtech and broader healthcare companies the knowledge to develop a successful China business strategy. The intensive one-day schedule will incorporate sessions on accelerating the path of entrepreneurship; developing a market entry strategy; successful partnering approaches; regulatory pathways; distribution and marketing; market risks; common pitching; and key success factors for healthcare products, technologies and services into China.

The course combines with the innovative Biodesign theory (The Process of Innovating Medical Technologies), which is the brainchild of 16-year medical entrepreneurship of Stanford University's Biodesign Research Center. Introduced to China by Chengli Song, the Professor of USST, and implemented as Bootcamp core curriculum by HiMed-Joyin from 2017. To date, 3 of our Bootcamps have been successfully held. Now more than 70 entrepreneurs have successfully participated in previous classes with over 1/3 of companies reporting back that they have achieved their goals and rapid development and growth for their business.

This course is also years of collective China market and life science commercialization experience, from specialists, enterprises and investors; together with other noted speakers from the global medical industry. By the end of the masterclass, startups will be able to develop a high-view China market entry plan, which would then be presented to a panel of investors and industry specialists as a key deliverable.

Important Information

SHANGHAI

Date: March 27, 2019

Time: Full day

Apply by: 1st February

Only 36 precious seats are waiting for your attendance, first come first served.

COST:

US\$350 /per person (include US\$50 for social dinner)

***US\$300/per person, if you have NSW or Victoria government's dinner coupon.**

Who should attend?

Australian Innovation startups and enterprises interested in the China market in the areas:

- **Medical Device**
- **Pharmaceutical**
- **Medical Technologies**
- **Biotechnologies**
- **ANYONE** who wants to know about China medical market or needs related services in China.

SUPPORTED BY



ORGANIZED BY



CO-ORGANIZED BY



Joyin & HiMed

Joyin Innovation & Manufacturing Center was built up in 2008, focusing on medical innovation & commercialization. It provides consulting and professional services for entrepreneurs, as well as early-stage investment. Joyin is one of the few National government granted incubators for life sciences in Shanghai, allowing it full government support at the highest levels. Currently, Joyin's 4 innovative bases are located at Shanghai Zhangjiang Hi-tech Park, which totally adopts 20000 m2 site for medical company innovative and manufacturing purpose. In 2014, Joyin launched HiMed Online-to-Offline Community Platform, sponsored by Zhangjiang 35 successful entrepreneurs, investors, and professors. In 2015, HiMed launched Angle Fund in total amount of RMB 60 million with listing company and local government as LPs.

USST

University of Shanghai for Science and Technology (USST) is located in the north-east of Shanghai. USST now has 18 colleges or schools, one teaching faculties; among them, there are 30 research institutes, 12 research centers and 3 research associations. The School of Medical Instrument and Food Engineering provides study programs for undergraduate and graduate students on biomedical engineering, medical devices, pharmaceutical and food processing technology, food safety and quality.

ACTI

The Australia China Technology Incubator (ACTI), funded by the Department of Industry, Innovation and Science, invites CEOs and Senior Executives of Australian health and medtech companies considering entry into the China market to participate in ACTI's Shanghai Bootcamp.

WHY SHOULD YOU PARTICIPATE?

- Meet local enterprises /find your suitable partners
- Discuss your business plan with mentors and experts
- Discuss with you on ‘cost basis’ of doing business in China, especially “accounting & taxation” , “human resource” , “legal activity”
- Find your investors and talk with them
- Talk with Joyin incubator manager on site visit and soft-landing issues
- Understand China’s complicated regulatory requirements and recent CFDA changes

PROGRAMME

This one-day Bootcamp will be delivered as a series of presentations, case study discussions and workshop forums enabling start-ups to access expert advice on market development and key China market challenges.

Time	Arrangements	Speaker
8:00-8:45	Welcome Breakfast	
8:45-9:00	Introduction of Hosts & Supportes	Cyndi / Prof. Chengli Song/Rob/Jack
9:00-10:00	Introduction of “Biodesign: The Process of Innovating Medical Technologies” and “China’s Medical Rediscovery & Reinvention”	Prof. Chengli Song
10:00-10:30	Innovation of Chinese Business Model	Stanley Liu
10:30-10:45	Tea Break	
10:45-11:45	China’s Medical Regulations & Policies	Daniel Qiu
11:45-12:15	IP Consideration and Legal Issues in China	Layer Huang
12:15-13:00	Early Investment in China’s Medical Area	Cyndi Zhai
13:00-14:00	Lunch	
14:00-16:00	Cost Based Analysis On ‘how to doing business in China’	Wella Xu
	Mentoring Workshop: discussions with specific restrictions and entry barriers for China medical market (IP, clinical, legal...)	Prof. Chengli Song& his team
16:00-17:00	Roundtable discussing on fund raising and marketing in China	Weiguo Zhao/Wen Chen/Shengpeng Ding ...
17:00-18:00	Visit Joyin Incubator& Shanghai International Medical Zone	Cyndi Zhai
18:00-21:00	Social Dinner	OrbiMed ...

Speakers

Prof. Chengli Song, Professor/Doctoral Advisor, University of Shanghai for Science and Technology (USST)

Prof. Song is a famous professor and a doctoral advisor in the field of medical devices, especially minimally invasive medical devices. He works at University of Shanghai for Science and Technology and served as the executive deputy director of “the research center for modern minimally invasive medical devices and technical engineering (the ministry of education)”. The products he participated in developing, such as gastroenteric anastomat, radiofrequency anastomat and etc., obtained the US FDA and European CE certification. He has published more than 100 papers in international first-class academic journals. Many research results found by him have been rewarded by the international medical science and technology circle.

Cyndi Zhai, Founder, JIMC (ACTI China Partner)

Cyndi zhai is founder and General manager of Shanghai Joyin Enterprise Management Co., Ltd, (“Joyin”), which is a national granted Medtech & Biotech incubator founded in 2008, Certificated Public Accountants (CPA), EMBA, RTTP (Registered Technology Transfer Professionals) from world ATTP organization. Accumulated more than 15 years experiences as business advisor and executives in banking corporate and Ernst Young Certified Public Accountants consulting firm. Currently Cyndi is engaged in professional services and angel investment, operating by the incubator continually expanding, investing in a number of start-up companies with good result. Currently Cyndi is Shanghai government granted entrepreneurial mentor.

Glenn Cross, Director of ACTI (former CEO AusBiotech)

Glenn has accumulated over 40 years of experience in commercializing Australian science from R&D through to capital markets and investments. Glenn was formerly on the advisory committee for multiple programs such as the MTPConnect Bridgetech program, the BioMedTech Horizons Fund (BMTH)etc.

Rob Scott, Managing Director of ACTI

Rob has 20 years of experience advising and mentoring life science start-ups with EY and 9 years in China through his own China-based advisory firm. He is China Representative, for AusBiotech and has worked to help over 200 healthcare startups better understand and find success in the China market

Stanley Lau, Co-founder, iiTalent

Stanley Lau has more than 35 years working experience in medical health field, with a strong record of company management and talent cultivation. He worked for many multinational companies (MSD, Schering Plough, Pharmacia, Baxter) and local companies (CBPO, Eddingpharm, Amsino) from Hong Kong, Taiwan, the UK, to the US. More than 10 people trained by him has became the leading figures in the healthcare industry. He has rich experience of business development, turnaround companies, restructuring and merger and acquisition companies. Now, he is active in the industry as an angel investor and executive coach.

Daniel Qiu, VP & CTO of Pfarrell Shanghai Medical Technology

Daniel Qiu is senior lecturer of ZAMEI and DEKRA, Master of science & Shanghai Jiao Tong University. He has more than 12 years working experience in medical device regulatory field. He was the head of Previous director of UL health business unit, north and east area, He is Familiar with medical device regulatory requirements, including cFDA, FDA, CE, Japan PAL and Brazil ANVISA. He had Internal training customer including Philips healthcare,

GE medical, Siemens healthcare, Shandong Shinva, Yuwell, Shanghai Kehua, Ningbo David, Changzhou Flon group, Changzhou Wastonmed, Bioperfectus Technologies, Zhongjin irradiation et al.

Keven Zhang, Partner, HiMed Joyin Angel Fund

Keven Zhang is the partner of HiMed Joyin Angel Fund and worked as the VP of Yidao Medical. He has nearly 10 years entrepreneurial experience in the field of medical devices. Before he started his own business, he had accumulated many multinational enterprises experiences, such as ALere (formerly IMI), Lucent Tech and etc. He is skilled in product development and management, as well as enterprise operation and management.

Weiguo Zhao, CEO, Boyang Medical

Doctor background and more than 10 years US working experience with high management and R&D level, he became a founder and CEO of a successful IVD company 15 years ago, currently this company was M&A by industry giant.

Peter Huang, partner, lawyer

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PROGRAM COSTS

Total Cost	Fees Include	Fees Exclude
US\$350/per person	-Breakfast -Lunch -Dinner - tea/coffee and finger food -Course Materials -Bus Transfer for a tour of a Science park and medical incubator	-Any airline tickets/ accommodation / tax -Via to China/ travel insurance/ personal expenses -Anything that is not mentioned in the item “Fees Include”
<p>PAYMENT: Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter. Please make sure the bank name, SWIFT code, beneficiary name and account number are PRECISELY input as below. Incomplete information may cause payment rejection.</p> <p>Bank Name: Shanghai Pudong Development Bank Co., Ltd Zhangjiang Innovation Sub-branch</p> <p>Bank Swift Code: SPDBCNSHXXX</p> <p>Beneficiary Name: Shanghai HiMed Enterprise Management Co., Ltd</p> <p>Account Number: 97160154740019517</p>		

APPLY BEFORE 15 MARCH 2019

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at [http://. \(to be filled in\) .](http://. (to be filled in) .) If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment.

KEY CONTACTS

To discuss your participation options further, please contact:

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China

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HOTEL INFORMATION

Note: Accommodation fees are not included. Below is some information of two recommended hotels. Please make a reservation in advance, in case there are not enough rooms for you.

1. Shanghai Evergreen Laurel Hotel (上海长桂荣冠酒店)



Address: No. 1136, Zuchongzhi Rd., Pudong District, Shanghai, China, 201203

Tel: +86-21-8016-9988 Fax: +86-21-8016-0586

E-mail: elhshg@evergreen-hotels.com

Price: About 1000 RMB (including breakfast)

Shanghai Evergreen Laurel Hotel is about 3 kilometers (8 mins by taxi) from the Bootcamp location (HiMed Inno-space, No.58 Xiangke Rd, Pudong District, Shanghai). Please find the detailed information in Appendix 1.

2. Shanghai Yeahoo Hotel (上海雅豪精品酒店公寓)



Address: 15/F, Building 3, No.218 Haiqu Rd, Pudong District, Shanghai, China

Tel: +86 18317112635

Price: About 400 RMB (NOT including breakfast)

Shanghai Yeahoo Hotel is about 500 meters (8mins by walk) from the Bootcamp location. Please find the detailed information in Appendix 2.