



黄埔区·广州开发区  
HUANGPU · GDD

# GREATER BAY AREA HEALTHCARE SEMINAR SERIES



**300+**  
Professional  
Participants



**4**  
Events



**10+**  
Discussion panels

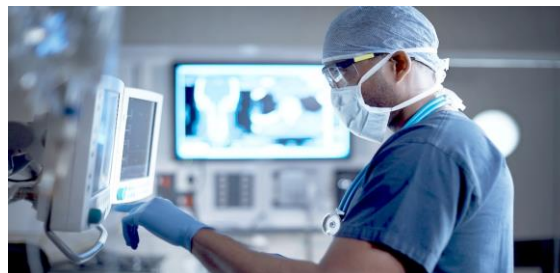
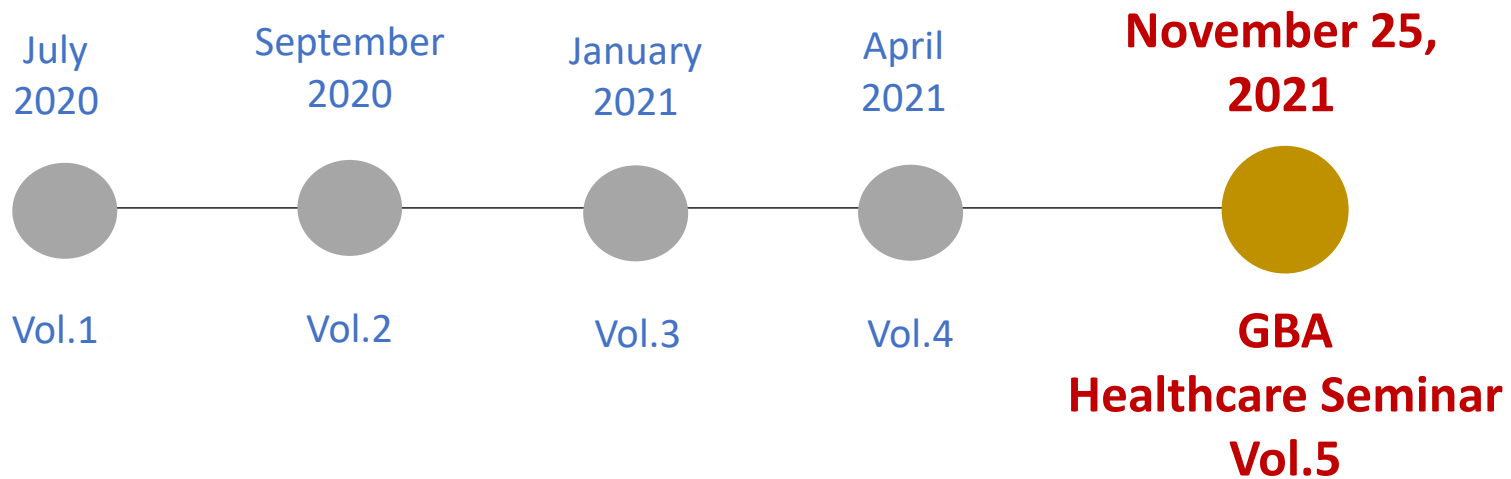


**9**  
Partners & Clusters





# GBA Healthcare Seminar Series - HISTORY





# GBA Healthcare Seminar Series: Enable & Motivate European Healthcare Community to enter China

## Target audience

- Companies
- Industry Clusters
- Consultants
- KOLs

## Content

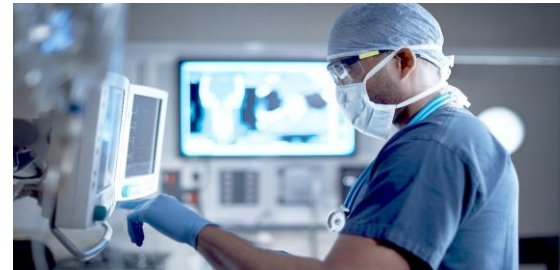
- Introduction of Huangpu Healthcare Hub
- Success stories from Huangpu
- Case studies from Europe

## Setup

- Zoom webinar with registration
- Online or hybrid (with offline audience in Huangpu)

## Promotion

- LinkedIn Event page
- Huangpu Website
- Email Distribution
- Cluster Partners (Newsletters, Website, Social Media)





# GBA Healthcare Seminar Series – the concept

## CASE STUDIES

A European company that is interested to enter the Chinese market and needs support with market entry strategies.

- market and customer insights
- competition analysis
- regulatory framework (clinical trials, NMPA registration, clinical roadmap, costs)
- potential business model (WFOE, local agent/distributor, investor, JV)
- financing/incentives possibilities

## SUCCESS STORY

A foreign/Chinese company that has established a successful business setup in Huangpu.

- technology/product, history and UVP
- organizational structure (Team) and product portfolio
- why to set up in Huangpu?
- distribution and Marketing Setup/Approach in China
- costs, timeframe and regulatory issues
- clinical trials related to product/technology development
- IP-related situation, issues, strategy, tips/tricks
- challenges and lessons learned when doing biz in China



NanoBone®

iThera  
Medical

fertiga



EpiQMAx

IKA®

MERCK





# GBA Healthcare Seminar Series - IMPRESSIONS

**GBA – Healthcare Footprint**

7 / 50 Top hospitals in China  
31.8% Clinical trial Registry in China (over 40 clinical trial centers)  
44 IND application (The 2016-2019 CAGR is 12% higher than the national average)

**How big and mature is the market?**

122 LEVEL II (A) Hospitals in Guangzhou  
2,000 Hospitals  
200 Universities + R&D

**Future Trends**

- ~45% of China's PCT applications
- Future Innovation
- Time to market
- Scalability
- Smart Urbanization
- New business model
- Society 5.0

**Multi-National Corporation (MNC) Business Development Innovation Model**

**Merck Innovation Hub Practice in Guangdong-Hongkong-Macau Greater Bay Area**

**China Innovative Drug Pipeline Development**

**A Global Market**

28.1% growth rate for Minimally Invasive aortic surgery under cardiopulmonary bypass  
29.2% growth rate for Aortic interventional surgery

2019 Statistics of Minimally Invasive Cardiovascular Surgery in China

Statistics from 114 hospitals of Chinese Minimally Invasive Cardiovascular Surgery Committee - CMICS

Total amount of minimally invasive cardiovascular surgery of top 5 hospitals

Hospital	2018	2019
Fudan Hospital	4825	3085
Xing Hospital	3085	2166
Wuwei Aortic Heart Hospital	2166	1907
Nanjing Children's Hospital	1907	1892
Andren Hospital	1892	-

**IKA**  
designed to work perfectly

**IKA China since 2000**

**Multi-National Corporation (MNC) Business Development Innovation Model**

**Merck Innovation Hub Practice in Guangdong-Hongkong-Macau Greater Bay Area**

**China Innovative Drug Pipeline Development**

**A Global Market**

28.1% growth rate for Minimally Invasive aortic surgery under cardiopulmonary bypass  
29.2% growth rate for Aortic interventional surgery

2019 Statistics of Minimally Invasive Cardiovascular Surgery in China

Statistics from 114 hospitals of Chinese Minimally Invasive Cardiovascular Surgery Committee - CMICS

Total amount of minimally invasive cardiovascular surgery of top 5 hospitals

Hospital	2018	2019
Fudan Hospital	4825	3085
Xing Hospital	3085	2166
Wuwei Aortic Heart Hospital	2166	1907
Nanjing Children's Hospital	1907	1892
Andren Hospital	1892	-

Participants: Walter Gerke, Jie Wang, SGHTP Heidel..., Stephen Stalder, Ping Interpreter, Rosalie Klotz

**NanoBone®**

**The next level of Bone Formation**  
新维度的骨形成技术

artoss

**ARTOSS at a glance (I) 概況 (一)**

2009年成立于慕尼黑工业大学公司  
主要领域为骨科器械  
研发、生产和销售相结合  
NanoBone® 特征可应用于不同的应用场合及生物材料  
NanoBone® 用于骨科、口腔颌面外科  
如今已销往欧洲、美国和澳大利亚

Spin-Out Unit Patent in 2009  
Prof. Dr. Oberhel and Dr. Oberhel  
Develop: nanostructure & make bone particles  
NanoBone® technology can be used for different applications and biomaterials  
NanoBone® currently used in orthopedic, dental and maxillofacial surgery  
Today sold in EU, US, Australia

Keine Notizen.

Participants: Walter Gerke



## GBA HEALTHCARE SEMINAR SERIES

---



<https://www.huangpu-europe.com/>



<https://www.linkedin.com/company/huangpu>



[fidan.huseynli@huangpu-europe.com](mailto:fidan.huseynli@huangpu-europe.com)