

Beijing-China July 12-13, 2018

# 2018 中德医疗健康投资与商务拓展峰会

CHINA-GERMANY HEALTHCARE INVESTMENT
& BUSINESS DEVELOPMENT SUMMIT

药品・生物技术・医疗器械 Pharma・Biotech・Medtech



## **Summit Introduction**

The China-Germany Healthcare Investment & Business Development Summit 2018 is hosted by China Investment Promotion Agency of Ministry of Commerce (CIPA) and Germany Trade & Invest (GTAI), and organized by Sun Health. More than 50 German innovative healthcare companies and 100 Chinese healthcare companies and leading professional investors will participate in the summit. Besides the professional speeches and roadshows, we also prepare 1 on 1 meeting platform for your efficient business negotiations.

Host: China Investment Promotion Agency of Ministry of Commerce (CIPA), Germany Trade &

Invest (GTAI)

**Organizer: Sun Health** 

Co-Organizer: H50, Bio Deutschland, Forum MedTech Pharma, Medical Valley

Tel: +86(10)8523 3090 +86(10)8523 3091 Website: http://summit.en.sunhealth.net.cn/

E-mail: summit@sunhealth.net.cn

# **Sponsorship Benefits**

Benefits	Platinum	Gold	Silver	Dinner Sponsor
Price	€25,600	€12,800	€6,400	€19,200
Summit Tickets	4	2	2	4
Exhibition Stand	Available	Available	-	-
Speech Opportunity	Available	-	-	Available before dinner
Logo on all materials	Available			
Handbook advert (1 page)	1	1	1	1
Summit VIP seat	1	1	1	1
Hotel Room	1 for 2 nights	1 for 2 nights	-	1 for 2 nights



# **Sponsorship Benefits**

#### **Platinum Sponsorship** (€2,5600, only 2)

#### **Core Benefits**

Logo shown on all the materials, including summit webpage, backdrop and handbook

- 1 exhibition stand (large)
- 4 summit tickets
- 20 minutes speech in the summit
- 1 VIP seat in the summit
- 1 room for 2 nights in Four Seasons Hotel

#### **Promotion Benefits**

Full page advert in the first page of summit handbook

Introduction of the speakers in summit handbook

Advert on summit webpage

#### **Benefits after summit**

Photos and videos of the speech and exhibition stand

Summary of media reports and summit reports 10 summit handbooks

### **Silver Sponsorship** (€6,400, only 5)

#### **Core benefits**

Logo shown on all the materials, including summit webpage, backdrop and handbook

2 summit tickets

1 VIP seat in the summit

#### **Promotion Benefits**

Full page advert in summit handbook

Advert on summit webpage

#### **Benefits after summit**

Summary of media reports and summit reports 5 summit handbooks

#### **Gold Sponsorship** (€12,800, only 3)

#### **Core Benefits**

Logo shown on all the materials, including summit webpage, backdrop and handbook

- 1 exhibition stand
- 2 summit tickets
- 1 VIP seat in the summit
- 1 room for 2 nights in Four Seasons Hotel

#### **Promotion Benefits**

Full page advert in summit handbook

Advert on summit webpage

#### **Benefits after summit**

Photos and videos of the exhibition stand Summary of media reports and summit reports 10 summit handbooks

## **Welcome Dinner Sponsorship**

(€19,200, only 1)

#### **Benefits**

15 minutes speech before the dinner

Logo shown on all the materials, including summit webpage, backdrop and handbook

4 summit tickets

1 room for 2 nights in Four Seasons Hotel Full page advert in summit handbook

### **Individual Sponsorship**

Summit Handbook:

Distribution to all the participants (150-250)

Page:

1. Back Cover: €2,560

2. Inside Front/Back Cover: €1,280

3. Inside Page: €640



# Summit Agenda

Time         Content           July 11th         Attendees arrival           18:00-20:00         Welcome Dinner           Morning July 12th, Conference         Opening Remarks           09:00-09:05         Opening Remarks           09:05-09:15         Welcome and Opening Remarks (CIPA)           09:15-09:25         Welcome and Opening Remarks (GTAI)           09:25-09:40         Introduction of Germany's Healthcare Investment           09:55-10:15         Germany Healthcare Investment Report           10:15-10:30         Cross-border Healthcare Investment-Phow to Invest Abroad?           10:30-10:50         Cross-border Healthcare Investment-How to Invest Abroad?           10:50-11:20         Panel: Successful Cooperation Experiences between China and Germany's Healthcare Companies           11:20-11:50         Panel: VIC (Venture+IP+CRO) Model's Opportunities in China           11:50-13:00         Lunch           Afternoon July 12th, Roadshow           13:00-15:00         Parallel Roadshow 1: 6 Pharmaceutical Companies Parallel Roadshow 2: 6 Medtech Companies (20 minutes each)           15:00-15:15         Coffee Break           15:15-17:16         Parallel Roadshow 1: 6 Pharmaceutical Companies (20 minutes each)           July 13th, Meetings         Option 1 Meetings           10:30-10:40         Coffee Break		Time: July 12-13, 2018 Location: Four Seasons Hotel Beijing		
Morning July 12th, Conference  9:00-09:05 Opening Remarks  9:05-09:15 Welcome and Opening Remarks (CIPA)  9:15-09:25 Welcome and Opening Remarks (GTAI)  9:25-09:40 Introduction of Germany's Healthcare Industry  9:40-09:55 Introduction of China's Healthcare Investment  9:55-10:15 Germany Healthcare Investment Report  10:15-10:30 Cross-border Healthcare Investment-China's ODI Policy  10:30-10:50 Cross-border Healthcare Investment-How to Invest Abroad?  10:50-11:20 Panel: Successful Cooperation Experiences between China and Germany's Healthcare Companies  11:20-11:50 Panel: VIC (Venture+IP+CRO) Model's Opportunities in China  11:50-13:00 Lunch  Afternoon July 12th, Roadshow  13:00-15:00 Parallel Roadshow 1: 6 Pharmaceutical Companies Parallel Roadshow 2: 6 Medtech Companies (20 minutes each)  15:15-17:15 Parallel Roadshow 1: 6 Pharmaceutical Companies Parallel Roadshow 2: 6 Medtech Companies (20 minutes each)  July 13th, Meetings  99:00-10:30 1 on 1 Meetings (25 minutes each, 5 minutes break)  10:30-15:00 Lunch  10:30-15:00 1 on 1 Meetings  10:30-15:00 1 on 1 Meetings  10:30-15:00 1 on 1 Meetings  10:30-15:10 Coffee Break	Time	Content		
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