

PARTNERING EVENT FRENCH HEALTH-TECH TOUR CHINA

1. **PREPARATION DAY: PARIS – May 24, 2017**
2. **ROADSHOW: SHANGHAI + BEIJING or HONG KONG - Sept. 25-27, 2017**

Explore partnership opportunities in CHINA
with top tier PHARMA/BIOTECH/MEDTECH companies & investors

► **YOU ARE...**

A French biotech / pharma / IVD / medtech company developing innovative solutions

► **YOU WISH...**

To develop strategic partnerships with leading Chinese industrial players and investors



IN PARTNERSHIP WITH:



HEALTHCARE IN CHINA: UPMARKET MOVE + HUGE NEEDS

Main market drivers

An ageing population: by 2050, 1 in 3 people in China will be over 60	An urban middle class with rising expectations regarding healthcare	Massive investments by public / private stakeholders (+800 hospitals each year)	Chronic diseases: 70% of expenditures and huge room for improvements
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Chinese industry approach

Quality upgrade	+	Consolidation	+	Diversification	+	Innovation
<ul style="list-style-type: none"> In this context, Chinese healthcare players are looking to leverage their market knowledge + sometimes their capital with western innovations Partnership models are very flexible, from distribution, licensing, co-development to investment / cross-investment These sino-foreign deals focus mainly on the Chinese market Huge rise in the number of sino-foreign deals in the past 3-4 years but lack of knowledge on French innovation 						

Major issues raised by innovative French companies

Protecting their IP	Qualification / due diligence regarding the Chinese partner	Scientific / medical expertise of the partner	Cross-cultural differences
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Recent Sino-French deals /investments in life sciences

Feb. 2017	Neovacs + Biosense	Therapeutic Vaccines	Licensing
Nov. 2016	Median Technologies + Furui	Medical Imaging, Diagnostic	Investment
Sep. 2016	Bioxis Pharma + Juvamed	Biomaterials, Esthetic Medicine	Investment + distribution
	Enyo Pharma + Sofinnova + BPI + Morningside	Antivirals	Investment
	Theradiag + HOB Biotech	IVD, Theranostics	Investment + distribution
	Spineway + Tinavi	Implant	Investment + distribution
May 2016	Theraclion + Furui	Echotherapy	Investment
Dec. 2015	EyeTechCare + Everpine	Ophtalmology	Investment

FRENCH HEALTH-TECH TOUR: A CUSTOMIZED APPROACH

The French Health-Tech Tour China in a nutshell:

- A **joint initiative** by Business France and France Biotech with the support of Medicen, Lyonbiopole, Sofinnova and Invest Securities
- 1 main objective = **identifying qualified Chinese industrial players and investors** with a genuine partnering approach and experience (distribution, licensing, co-development, investment, etc.)
- An event tailored for innovative French companies specialized in **biotech / pharma / IVD / medtech / nutraceuticals**
- A **personalized approach** depending on the profile, products and history of each company in China
- A value-adding and pragmatic program **focusing on B2B meetings**, experience sharing and networking
- A focus on commercial development and fundraising but also **medical marketing** (meetings with Chinese medical experts) and **regulatory matters**
- Supported by the **French Embassy** and the **French Healthcare Alliance**, which gathers 135 French players already active in China (<http://french-healthcare-alliance.cn>)



PHASE 1: PREPARATION DAY* PARIS – MAY 24, 2017

2 objectives:

1. Introduction of the French Health-Tech Tour China by France Biotech and Business France
2. Experience sharing with experts and French companies already active in China through thematic presentations, panel discussions and Q&A.

Main topics discussed:

What drives China's healthcare market?
How to qualify a potential partner?
Medical marketing and access to Chinese KOLs
Raising funds in China: financial engineering and due diligence

A few tips on cross-cultural partnerships
Good business practices: contractualization and compliance
Good practices regarding regulatory hurdles
IP protection: do's and don'ts

Various **networking opportunities** (lunch, coffee breaks) will punctuate the day.

PHASE 2: CHINA ROADSHOW* – SEPT. 25-27 2017

Day 1: Sept. 25 - Shanghai: PARTNERING EVENT

9:00-10:30: **Welcome address + 2 roundtables:**

1. *Exploring Creative Sino-French Collaborations in life sciences: synergies and management*
2. *Cross-Border investments: with which objectives and related business models?*

10:30-17:00: **Company presentations + One-on-one meetings** (in parallel)

Various **networking opportunities** (lunch, coffee breaks) will punctuate the day.

Days 2 & 3: Sept. 26-27 – CUSTOMIZED B2B PROGRAM

Each French company will have a **personalized B2B program** tailored to its objectives/requirements.

Potential Chinese targets = biotech / medtech companies, investors, KOLs in specific therapeutic areas, etc.

The individualized program can be organized in **Shanghai or in any other relevant city in China** (especially Beijing, Suzhou, Hangzhou, Nanjing, Guangzhou, Shenzhen and Hong Kong).

OPTIONAL: EXTENSION of your B2B program on **Sept. 28-29** for interested companies (1 or 2 days).

*Provisional program, subject to modification



This event is part of the "France Export" annual program supported by the French government.

OUR PROPOSAL

Registration deadline: May 20, 2017

SERVICE OFFER	EX VAT AMOUNT	TOTAL INCLUDING VAT
BASIC PACKAGE: Includes the participation to: Preparation day (May 24 - Paris) for 2 representatives of each company + Partnering event (Sept. 25 - Shanghai) for 2 representatives of each company + Individualized B2B program (2 days - Sept. 26-27) in any relevant city (Shanghai, Beijing, Hong Kong, etc.)	€3.500	€4.200
BASIC PACKAGE (MEDICEN MEMBER): Includes the participation to: Preparation day (May 24 - Paris) for 2 representatives of each company + Partnering event (Sept. 25 - Shanghai) for 2 representatives of each company + Individualized B2B program (2 days - Sept. 26-27) in any relevant city (Shanghai, Beijing, Hong Kong, etc.)	€1.400	€1.680
OPTION 1: Additional and individualized B2B program (1 day - Sept. 28 or 29)	€750	€900
OPTION 2: Additional and individualized B2B program (2 days - Sept. 28-29)	€1.500	€1.800
OPTION 3: Individual press release	€975	€1.170

BUSINESS FRANCE, HELPING YOU EXPAND ABROAD

Business France accelerates your international development and helps detect opportunities for your business. A global network of experts in key sectors help connect you with local partners and decision makers in 73 countries.

Performance Indicators:

- 3 out of 4 companies identified potential partners in new markets.
- At least 50% signed a commercial agreement within 2 years. (IPSOS 2016 survey)

FINANCIAL SUPPORT

Business France in cooperation with Bpifrance provides financing solutions for your international growth

Get some information on [Bpifrance prospective insurance](#) to cover the expenses related to your participation at this event. www.bpifrance.fr



UPCOMING EVENTS

PARTNERING EVENT - EXPOMEDICAL
Argentina, Buenos Aires, September 27-29, 2017

Nicole.SEVIN@businessfrance.fr

PARTNERING EVENT - E-HEALTH IN TUNISIA

Tunis, October 11-12, 2017

Maya.GHACHEM@businessfrance.fr

Find out more about our events on export.businessfrance.fr and register to receive information on new events.

PARTNERING EVENT - HEALTHCARE IN UAE/QATAR

Dubai and Doha, October 8-10, 2017

Isabelle.MARIO@businessfrance.fr

FRENCH PAVILION DURING MEDICA

Germany, Düsseldorf, November 13-16, 2017

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For additional information, please contact:

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Registration deadline: **May 20, 2017**

Within the limit of available places.

Crédits photos : fotolia.fr - gettyimages.fr



Launched in 2015 by Business France, Creative France is an international communication campaign in favour of the economic radiation of France and the French creativity. It has as an ambition to promote the French initiatives and know-how creativity innovation.
For more information: creative-businessfrance.fr

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