

ACCESSING INTERNATIONAL MARKETS

SEMINAR: LIFE SCIENCES MARKET TRENDS IN CHINA

18 March 2010



Why China?

Last year the Chinese Government announced the investment of 850 billion RMB to reform its ailing healthcare sector over the next three years. This much awaited reform will provide 'safe, effective, convenient and affordable' health services to the whole population by 2020.

The Government intends to build hospitals and improve medical services at local level and expedite the reform of State-run hospitals and their administration, operation and supervision.

Opportunities for UK companies include:

Healthcare

- Medtech devices and diagnostic products
- Consultancy – hospital infrastructure
- Training – medical
- Telemedicine

Pharmaceutical/biotechnology

- Clinical trials
- Drug R&D including OTC, vaccine
- Platform technologies and analytical equipment

Agenda

Life Sciences experts on China will cover the following areas:

- Overview of Chinese healthcare and biopharma trends
- Protecting your intellectual property rights in China
- Life Sciences opportunities in Chinese markets
- Case study by company operating in China
- Question & Answer session

The *China Life Sciences Market Research Report* commissioned by UK Trade & Investment and produced by Ernst & Young, Beijing will be launched and each attendee will receive a copy of the report.

Register

To register for this event please email mohammed.shabier@ukti.gsi.gov.uk

Venue: BIS Conference Centre,
1 Victoria Street, London SW1H 0ET

Date: 18 March 2010

Start: Registration 17:00. Seminar starts at 17:30

End: 19:45. Networking reception until 21:00