



British
China
Technology
Incubator

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MEDCITY

The British China Technology Incubator (BCTI) and event partner MedCity London invites CEOs and Senior Executives of British health, medtech companies and startups considering entry into the China market to participate in BCTI's London Bootcamp on 28th June.

SUCCESSFUL PITCHING TO LIFE SCIENCE INVESTORS IN CHINA

China is the second largest and fastest growing medtech and pharma market. Over the last few years, this has resulted in increasing investment interest by Chinese medtech and pharma into the UK healthcare and medical research sector.

The BCTI Bootcamp will provide CEOs and senior British executives of medtech and broader healthcare companies practical knowledge to successfully pitch to Chinese investors and help them develop the formula for successful China business strategy.

The workshop will incorporate sessions on developing a market entry strategy; successful partnering approaches; regulatory pathways; distribution and marketing; market risks; common pitfalls; and key success factors for UK healthcare products, technologies and services into China.

This workshop combines years of collective China market and life science commercialisation experience, from specialists, including Rob Scott; Director - China BlueSky Partners; Dr Brendan Shaw former CEO of Medicines Australia and Cyndi Zhai founder of HiMed Angel Fund together with other noted speakers from the British and Chinese medical industry.

By the end of the Bootcamp, companies will be able to develop a high-level China market entry plan and pitch this plan to a panel of investors & industry specialists, as a key outcome.

Important information

LONDON

28th June 2019, MedCity,
Cocoon Networks,
4 Christopher Street,
London, EC2A 2BS

Cost: Free

BENEFITS IF YOU ATTEND

- Develop critical knowledge to plan your company's China market entry and be able to effectively pitch this plan to investors and strategic partners
- Understand China's complicated regulatory requirements and recent NMPA changes
- How to access knowledge regarding China's payment systems and reimbursements programs
- Tips on perfecting pitches that speak to the Asian investment community
- Learn how to build long-term successful business partnerships in China
- Discover how to assess, manage and mitigate IP alongside reducing other risks

REGISTRATION AND ENQUIRIES

- For further information, please contact: admin@bcti.asia
www.bcti.asia

Who should attend?

- British health and medtech CEOs who aspire to commence/develop their business in China, but are challenged by the complexities of doing business in the following Chinese market sectors:
 - Life Science CRO's
 - Medical devices and diagnostics
 - Biotech and pharma
 - Clinical tests
 - Health and medical technologies
 - Digital health, analytics, mHealth.

KNOW THE ANSWERS TO THE FOLLOWING

- Why pitches to Chinese investors often fail and how to make yours succeed
- Understanding the Go/No Go dynamics that make up a Chinese investment decision
- How to capitalize on the macro factors underway within the Chinese healthcare system
- How to present to gain full understanding and engagement by Chinese investors/partners
- Post-pitch: How to secure the important second meeting & longer-term buy in from investors.

BCTI BOOTCAMP

PROGRAMME

Morning Session Outline (9:00am – 12pm)

Official Welcome

China BlueSky Partners MD, Rob Scott

MedCity London CEO, Sarah Haywood

CBBC, China Market Business Adviser, Jamie Shaw

Followed by participants' introductions

Overview of China's Healthcare Sector

- Funding and market opportunities in the Chinese medtech and broader healthcare industry sector
- Healthcare trends and growth forecast for medtech in China (and how you can turn these to your advantage)
- Specific restrictions and entry barriers to consider
- Understanding China's medical reform programme and how it helps your pitch

Chinese Management

- Product and Brand Marketing
- Agents or own operations?
- Location, location, location
- Thinking longer term, setting up for Phase II China engagement
- HR issues

China Regulatory Process

- CFDA to NMPA - knowing the Regs
- Legal exemptions, categories, and short cuts to seek out and leverage
- What is your clinical pathway for regulatory approval?

How to best present your IP & Strategy

- Types of IP
- IP breaches
- Engaging an IP consultant/law firm
- Alternative ways of protecting IP

Cultural differences and complexities

- Importance of cultural understanding in business in China
- Major differences/similarities companies should be aware of
- Pitfalls to avoid and building bridges advice
- Effective social media, business etiquette

Afternoon Session Outline (1pm – 5pm)

Legal Structuring, DD, and Contracts

- What are the pros and cons of the various partnership models?
- How do you select a business partner?
- How/with whom should you conduct proper due diligence in China?
- How to appropriately draft contracts in China
- Corporate structure - which types of legal entity to deploy
- When is the time to Exit?

What do Chinese VCs Really Want? Strategic & Business Planning Considerations (Cyndi Zhai, Founder, HiMed Angel Fund)

- Developing your China Plan
- Investment requirements and how these differ from UK)
- Licensing and Valuing your China Startup
- Moving money in and out of China
- Accounting and tax considerations

Presentation of Participant's Unmet Market Entry Plans (5 mins each)

1-to-1 Feedback Sessions with Mentor/Investor Panel (10- 15 mins each)

Wrap-up

BCTI BOOTCAMP

Presentation Team

Rob Scott, Managing Director of BCTI

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 a representative for China for AusBiotech and has worked to help over 200 healthcare startups better understand, pitch and find success in the China market.

Cyndi Zhai, Founder, Joyin/HiMed Angel Fund (ACTI China Partner)

Cyndi is the Founder and General Manager of JIMC, a leading Chinese healthcare accelerator and incubator. JIMC operates a 20,000 square metres of life science incubator space in China and has incubated over 300 local and international health and tech companies in China.

Dr Brendan Shaw, Former CEO of Medicines Australia

Over the last 10 years, he has managed many key medicines industry issues in Australia (e.g. the Pharmaceutical benefits scheme; IP policy and the increasing internationalization of Australian medicines). He was also the board director for Research Australia, one of the leading not-for-profit organizations commercializing early stage research.

Event Partners: MedCity London



Launched in April 2014 to promote and grow the world-leading life sciences cluster of England's Greater South East, MedCity promotes life sciences investment, entrepreneurship, and industry in the region. Thus providing a single front door and concierge service for industry and investors looking for partners, infrastructure and expertise, facilitating and supporting collaboration across all parts of the sector to turn innovations into commercial products and services and fostering an environment that supports and encourages entrepreneurialism, Raising awareness globally of the region's rich life sciences ecosystem.

Promotion Partners: China-Britain Business Council (CBBC)



**China-Britain
Business Council**
英中贸易协会

The China-Britain Business Council helps British and Chinese businesses and organizations work together in China, the UK and third markets around the world. These include some of the UK's largest and most established companies, some of the UK's most dynamic and innovative SMEs, as well as leading Chinese companies. CBBC's services offer tailor-made support, an unrivalled network of 130 staff across both countries understanding the sectoral, geographical and cultural aspects of business success in China. CBBC also cooperate closely with the UK and Chinese governments, trade associations and companies.