

Swiss Healthcare Fact Finding Mission to Hainan, November 27
– 29, 2023

UNIQUE OPPORTUNITIES FOR SWISS COMPANIES IN
THE CHINESE HEALTHCARE MARKET



OFFICIAL PROGRAM

IN COOPERATION WITH

**SWISS HEALTHCARE FACT FINDING MISSION
TO HAINAN
UNIQUE OPPORTUNITIES FOR SWISS
COMPANIES IN THE CHINESE HEALTHCARE
MARKET**

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1. Invitation

Switzerland Global Enterprise, Swiss Business Hub China are pleased to invite Swiss healthcare companies to a fact finding mission to Hainan to capitalise on opportunities in the Chinese healthcare sector

Hainan Boao Lecheng International Medical Tourism Pilot Zone, also known as "Boao Hope City", is considered a key achievement of Hainan Free Trade Port. It is the first and only international medical pilot zone in China with exclusive preferential policies, and aims to create a world-class international medical destination and cluster for advanced medical treatment, professional care and rehabilitation, medical R&D and technology innovation in China.

The Fact Finding Mission is designed for Swiss pharmaceutical companies, medtech companies and companies providing products and services to the healthcare sector. The Fact Finding Mission will help participating companies understand the exclusive preferential policies of Boao Lecheng, visit the selected medical institutions, identify business partners, and conduct high-level networking. Participants will not only gain unique knowledge of the business potential, but also discover new contexts for their innovations and evaluate opportunities and strategies for their products/services in the Chinese healthcare market, typically in Hainan.

2. Why China?

- China's healthcare market has experienced double-digit growth over the past decade. An aging population, growing disease burden, increasing demand for advanced treatments and government policies to improve the quality and accessibility of healthcare are some of the factors driving market growth.
- Improving healthcare outcomes in China has been a top government priority for several years. Currently, the government faces significant challenges such as an aging population and uneven access to healthcare across regions. Addressing these issues will require significant investment in expanding and improving healthcare resources and capabilities. In September 2022, China announced a 200 billion yuan subsidized loan program for hospitals to upgrade their hardware. This bodes well for medtech companies, especially in the areas of diagnostics, imaging, pathology, intensive care, rehabilitation, and clinical research. The government is expected to continue to increase healthcare budgets over the next decade as an aging and increasingly affluent population puts more pressure on healthcare services and infrastructure.
- The pharmaceutical market in China remains strategically important with its projected growth and market size. As the second largest market in the world, the Chinese pharmaceutical market grew by 8% from 2016 to 2018, slowed to 4% between 2018 and 2022 due in part to the introduction of Volume Based Procurement (VBP), and is expected to return to a healthier compound annual growth rate (CAGR) of 7% through 2025¹.
- China's medical device market is ranked the second largest in the world after the U.S., and is expected to grow at a compound annual growth rate (CAGR) of 8.3% from 2021 to 2026, reaching \$48.8 billion by 2026². China's high-end medical device market is dominated by foreign brands. Medical device imports account for three-quarters of the Chinese market.

¹ PWC Navigating China's pharmaceutical industry landscape, <https://www.pwc.com/us/en/industries/pharma-life-sciences/china-pharmaceutical-strategy.html>

² International Trade Administration, U.S. Department of Commerce, China Healthcare – 2023, <https://www.trade.gov/country-commercial-guides/china-healthcare>

3. Why Hainan Boao Lecheng International Medical Tourism Pilot Zone

On June 1, 2020, the Chinese central government unveiled a "master plan" to develop Hainan Province into a high-level free trade port (FTP), the largest national pilot economic zone, an international tourism and consumption center, and an important national strategic logistics zone. The goal is to transform Hainan Province into a world-leading free trade hub like Hong Kong, Singapore, Rotterdam and Dubai by 2050.

The Boao Lecheng International Medical Tourism Pilot Zone (Boao Lecheng for short), located in Qionghai (a city in eastern Hainan where the Boao Forum is held every year), was first approved in 2013 and accommodates a number of Chinese and foreign cooperative medical institutions in an area of about 20.9 km², with a total investment of CNY1.6 billion. When completed, it will provide 12,000 hospital beds, employ 28,500 medical staff, including 3,500 R&D staff, and receive up to 300,000 patients annually.

A potential fast-track route to China's pharmaceutical and medical device market

Boao Lecheng allows foreign drugs and medical devices that have not been approved in China, but have been approved overseas, to be sold and used in real clinical settings in the pilot zone. The preferential policies have simplified the approval process for urgently needed clinical drugs and medical devices, providing a fast-track route into China's pharmaceutical and medical device industry.

Urgently needed clinical drugs and medical devices are related to

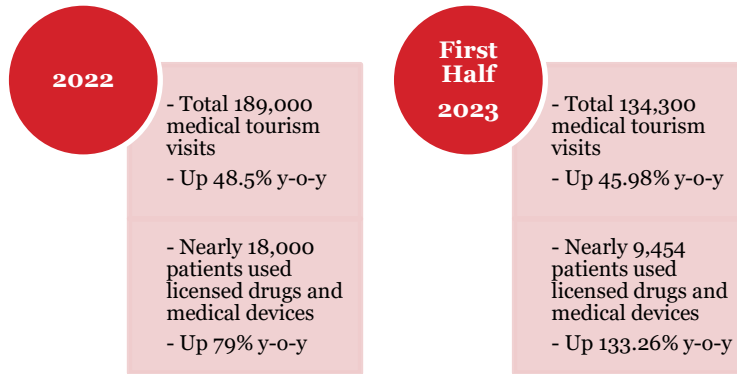
- 1) products approved overseas but not approved in China;
- 2) products that cannot be substituted by a predicate already approved in China;
- 3) clinically significant: drugs and medical devices for the treatment of rare diseases, prevention of serious life-threatening diseases for which there are no effective treatment or prevention means; products with outstanding clinical advantages for the prevention of serious life-threatening diseases; other products under review to meet urgent clinical needs.

This special fast-track approval procedure makes it easier and faster to register, import, sell and test urgently needed drugs and medical devices for use by individual hospitals in Boao Lecheng. By the end of June 2023, about 330 drugs and medical devices have been introduced. They're used in oncology, rehabilitation, ophthalmology, cardiology, rare diseases, etc.

Furthermore, Boao Lecheng is the only place where real-world data can be collected to support approval by the China National Medical Products Administration (NMPA) for sale in the rest of mainland China. This is particularly interesting for Swiss companies offering high-value and innovative drugs and medical devices that normally require clinical trials by China's NMPA.

A significant increase in the number of visitors

The combined insurance model of "social insurance + commercial insurance" and the launch of "Lecheng Global Specialty Drug Insurance" make the licensed drugs and medical devices from "accessible" to "affordable" for patients. In 2022, it covered 100 drugs for 35 common cancers, and 17 for rare diseases. Since 2021, 21 provinces and cities such as Beijing, Shanghai have included Boao Lecheng's licensed drugs and medical devices in the scope of insurance, covering more than 31 million people so far. In the first half of 2023, Boao Lecheng received a total of 134,300 medical tourism visits, an increase of 45.98% year on year. Nearly 9,454 patients used licensed drugs and medical devices, an increase of 133.26% year on year.



Six focus areas enhanced to develop and continue growth of high-quality healthcare facilities

With special policies and better access to the latest international drugs and medical devices, Boao Lecheng has continuously improved the overall development level in six key areas, i.e. licensed medical treatment, medical cosmetology & anti-aging, health management, Boao third party medical testing, care rehabilitation and national-level medical research bases. There are currently 25 private, public and international medical institutions operating in the pilot zone, including Ruijin Hospital, affiliated with Shanghai Jiao Tong University School of Medicine, and companies such as the private integrated medical group Raffles. More than 24 more are under construction or in preparation.

As medical institutions continue to grow and expand into new specialties to improve patient experience, the demand for high-quality hospital facilities and services is expected to increase. Swiss companies providing products, systems and expertise could benefit from the development of Boao Lecheng.

4. Program

The Fact Finding Mission has a rich program including G2G, B2G, B2B meetings, visit & experience sharing, official reception, pitch and networking.

Program version date: 31-08-2023

Day 1 | Monday, 27th November 2023 | Haikou, Hainan Province

- 13:00-17:30, Individual arrival at Haikou Hainan Guest House, Building II & Individual check-in
- 18:00-18:30, Gathering for Dinner
- 18:30-20:30, Welcome Dinner (Briefing and Introduction of the Swiss Delegation)

Day 2 | Tuesday, 28th November 2023 | Haikou & Boao, Hainan Province

- 08:00-08:30, Individual check out at the hotel (with luggage)
- 08:30, Gathering
- 08:40-08:50, Bus transfer from Haikou Hainan Guest House to the People's Government of Hainan
- 09:00-10:00, Meeting with the People's Government of Hainan Province (G2G Talk)
- 10:10-11:40, Bus transfer to Boao Asia Forum Hotel
- 11:45-12:30, Courtesy meeting with the authorities of the Boao Lecheng Pilot Zone
- 12:30-13:50, Lunch Reception
- 14:00-18:00, Hospital Visits & Best Practices of Swiss Companies Present in Boao Lecheng Pilot Zone
- 18:00-18:45, Bus Transfer to Boao Asia Forum Hotel and Individual Check-In
- 18:45-20:00, Dinner

Day 3 | Wednesday, 29th November 2023 | Boao, Hainan Province

- 09:00-12:00, Switzerland - Boao Lecheng Pilot Zone Healthcare Conference
 - 12:00-13:30, Networking Lunch
 - 13:30-14:00, Debriefing
 - 14:00-onwards, Hotel Check Out (all participants) & Individual Departure
- Or
- 14:00-15:30 (*Optional without additional costs*), A visit to the “Ever Lasting International Exhibition of Innovative Medical Equipment”; Bus transfer to the exhibition and back to the hotel is arranged; Individual departure after return to the hotel.

End of the program.

Please download the separate “**Program of Swiss Healthcare FFM to Hainan 27-29 Nov 2023**” for more details.

The Fact Finding Mission is still in the planning stage. The program is subject to change (work in progress).

5. Additional Benefits

The Fact Finding Mission will help participating companies develop an expansion plan into the Chinese healthcare market by gaining a better understanding of the preferential policies implemented in Boao Lecheng and establishing new business relationships.

In addition, participants will benefit from:

Professional project management team

The Swiss Business Hub China team has the know-how and expertise in fact finding missions and national pavilion projects. We have organized and managed “[The Beijing 2022 Olympic Winter Games Fact Finding Mission](#)” in 2017; the “Swiss National Pavilion” @ China International Import Expo 2018 in Shanghai ([CIIE](#)) and the “Swiss National Pavilion” @ China International Consumer Products Expo 2021 in Haikou ([Hainan Expo](#))

Government endorsement

The delegation will be led by the Ambassador of Switzerland to China, H.E. Jürg Burri, accompanied by the Counsellor & Head of Swiss Business Hub China, Mr. Joel Saurina.

Participants focus on «business»

The organizational and administrative preparation and implementation will be carried out by the Swiss Business Hub China team.

Listing in the official brochure

Participating companies will be featured in a brochure to be distributed to relevant government authorities and business partners in Hainan.

Communication

To increase the visibility of the participating companies, relevant media and social media platforms will be used to communicate the activities of the delegation

Networking

The Fact Finding Mission provides a platform for all participants to network with each other and with the Swiss healthcare community present in Boao Lecheng, as well as with Chinese government and private sector stakeholders in the Boao Lecheng ecosystem.

Live photo album & documentation

The Fact Finding Mission will be documented by a professional photographer. Participants can share photos in near real-time. The photos can also be used for companies’ own marketing promotions.

6. Participant information

LANGUAGE

Communication will be in English and Chinese. Consecutive translation will be provided for G2G meetings and hospital visits. Simultaneous translation will be provided for the conference.

PARTICIPATION COSTS

Included in the price:

- Organization & management;
- Local transportation in group by bus;
- Accommodation in Haikou and Boao Lecheng according to the program (1 night with breakfast in Haikou, 1 night with breakfast in Boao Lecheng, 2 lunches and 2 dinners); and
- Consecutive and simultaneous translation according to the program

Not included:

- Airfare to and from Hainan; and
- Other personal transportation and consumption.

PRICE PER PERSON

	Price in CHF	Price in CHF
Swiss Healthcare Fact Finding Mission to Hainan	For the 1st Participant of the Swiss company	For the 2nd Participant of the Swiss company
	CHF3500,--	CHF3000,--

Max. 2 participants from the same Swiss company can be registered.

Registration Deadline: September 20, 2023

Please download the separate “Participation Booklet” for detailed information.

For further questions, please contact:

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7. Registration

SWISS HEALTHCARE FACT FINDING MISSION TO HAINAN - NOVEMBER 27-29, 2023

Please download and sign the separate “**Registration Form**” to confirm your participation.

- Upon receipt of the registration, each participating company will be invoiced for 1/3 of the total cost of participation. The first invoice will serve as confirmation of participation in the Fact Finding Mission. The remaining 2/3 of the total participation fee will be invoiced approximately 20 days prior to the first day of the Fact Finding Mission. Additional services provided to the participants during the Fact Finding Mission will be invoiced within 30 days after the participation.
- The participant acknowledges that the program is subject to change at any time without any entitlement to cancellation of the registration or (partial) reimbursement of costs.
- Switzerland Global Enterprise bears no responsibility if the Fact Finding Mission is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered companies. Expenses for Special Services will be invoiced to the registered companies on an individual basis.
- The participant acknowledges that Switzerland Global Enterprise does not promote products that violate the Swissness criteria.
- Two invoicing options:
 - 1) in CHF: Switzerland Global Enterprise will issue the invoice in CHF and the Swiss company must pay Switzerland Global Enterprise in CHF.
Or
 - 2) in CNY: The Swiss Embassy in China will issue the invoice in CNY and the Swiss company must pay the Embassy in CNY. The Embassy of Switzerland cannot issue an official "FAPIAO". The exchange rate is determined according to the invoice date.

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