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 **SWITZERLAND
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瑞士贸易与投资署

PARTICIPATION BOOKLET

Swiss Healthcare Fact Finding Mission to Hainan



Time: November 27-29, 2023

Destination: Haikou & Boao Lecheng, Hainan Province, China

Why Hainan Boao Lecheng International Medical Tourism Pilot Zone?



Why Boao Lecheng?

- **The first and only international medical pilot zone in China**

[Hainan Boao Lecheng International Medical Tourism Pilot Zone](#), also known as “Boao Hope City”, is considered a key achievement for Hainan Free Trade Port. It aims to create a world-class international medical destination and cluster for advanced medical treatment, professional nursing & rehabilitation, medical R&D, and technology innovation in China.



- “Boao Lecheng” is located about 100 kilometers away from Haikou, the capital of Hainan Province, and about 200 kilometers away from Sanya, another major city in Hainan.
- “Boao Lecheng” is planned to cover 20.9 km². When completed, it will provide **12,000** hospital beds, employ **28,500** medical personnel including **3,500** R&D staff, and receive up to **300,000** patients annually.

Map of Hainan Province

Why Boao Lecheng?

- **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. 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.

Qualification Criteria for Drugs and Medical Devices

1) *not yet approved in China, but approved for sale overseas with CE mark, FDA license or PMDA approval,*

2) *cannot be substituted by a predicate already approved in China, and*

3) *to be used for a specific medical purpose in a designated medical institution.*

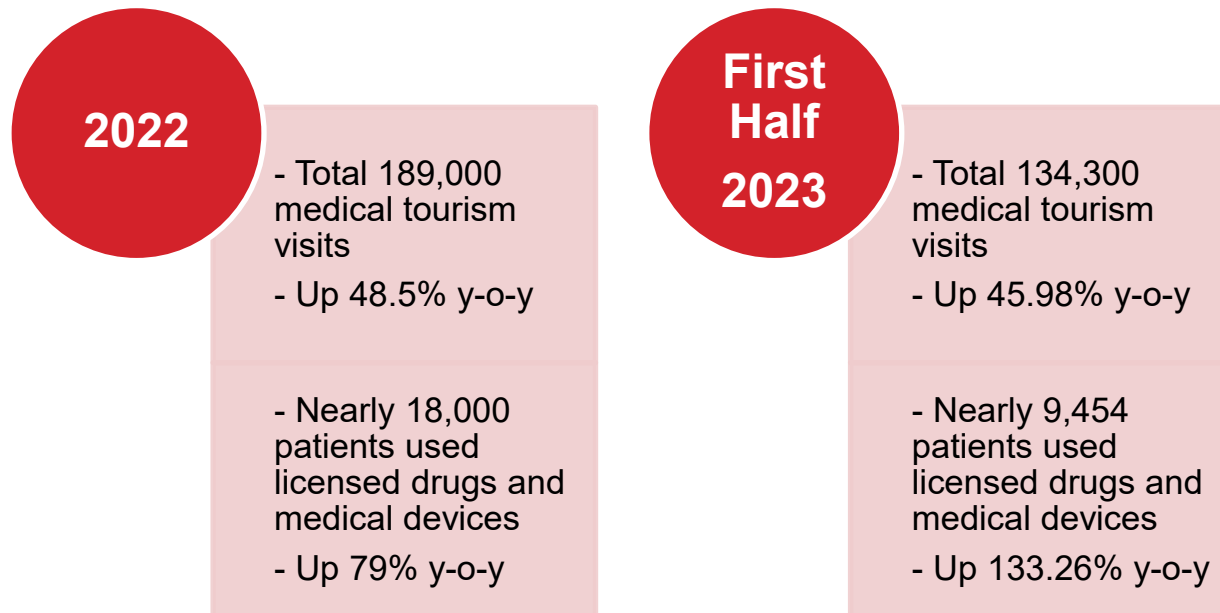
Boao Lecheng is the only place where real-world clinical data can be collected to support approval by China's National Medical Products Administration ([NMPA](#)) for sale in the rest of mainland China. This is of particular interest to Swiss companies offering high-value and innovative drugs and medical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

Why Boao Lecheng?

▪ Visitor numbers increase significantly

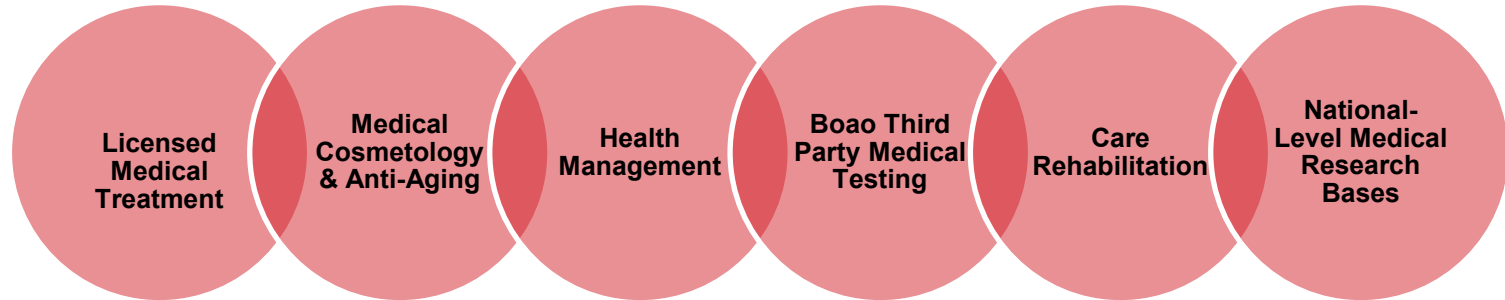
The combined insurance model of "social insurance + commercial insurance" and the launch of "Lecheng Global Specialty Drug Insurance" make the licensed drugs and medical devices from "accessible" to "**affordable**" for patients." In 2022, it covered 100 drugs for 35 common cancers, and 17 for rare diseases. 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.

a significant increase in the number of visitors



Why Boao Lecheng?

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



Currently, 25 medical institutions are in operation in the pilot zone, including the public Ruijin Hospital affiliated to Shanghai Jiao Tong University School of Medicine, as well as companies such as private integrated medical group Raffles. More than 24 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 know-how could benefit from the development of Boao Lecheng.

Benefits of Participating in the Fact Finding Mission



Benefits

The Fact Finding Mission is designed for Swiss pharmaceutical companies, medtech companies and companies providing products and services to the healthcare sector.

- Time:** November 27-29, 2023
- Destination:** Haikou & Boao Lecheng, Hainan Province, China
- Program:** Rich program including G2G, B2G, B2B meetings, visits & experience sharing, official reception, pitch and networking (see attached Annex 1 for details)
- Organizer:** Swiss Business Hub China (SBH China) & Switzerland Global Enterprise (S-GE)
- Supported by:** Embassy of Switzerland in Beijing

Purpose: 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.

Benefits

- **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](#))



Group photo of Swiss delegation for Beijing 2022 Olympic Winter Games Fact-Finding Mission, Chongli, Hebei Province, Feb. 2017

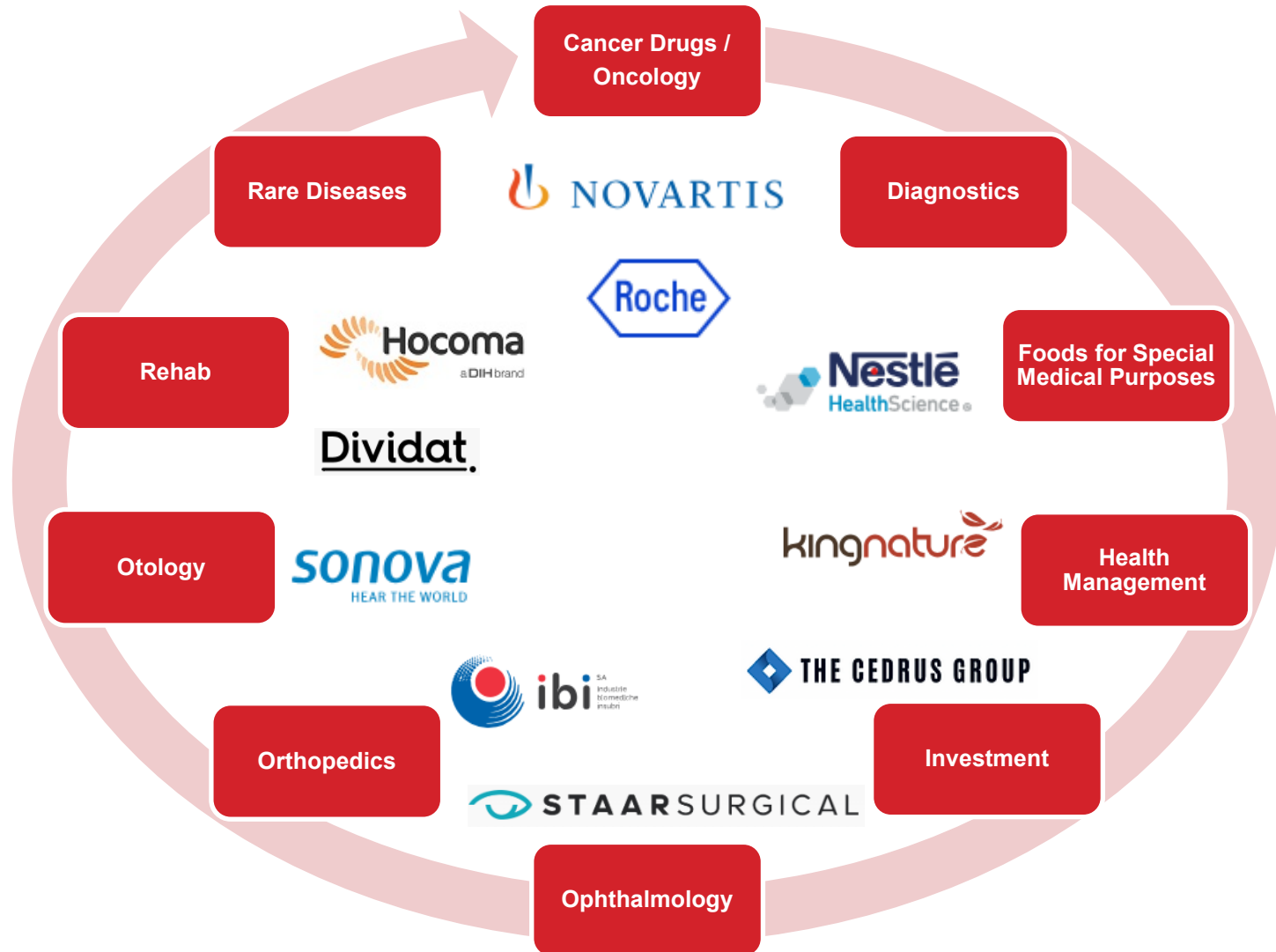
Benefits

- **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.

Swiss Presence in Boao Lecheng



Swiss Presence in Boao Lecheng



Pricing



Pricing

- Please sign the separate "Registration Form" to confirm your participation.
- Max. 2 participants from the same Swiss company can be registered.
- The registration deadline is September 20, 2023.

	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,--

✓ Includes

- 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.

✓ Excludes

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

Organizer & Contact

Organizer & Contact

Swiss Business Hub (SBH) China is part of the Embassy of Switzerland in the People's Republic of China. It supports SMEs from Switzerland and Liechtenstein in their business development in China and provides Chinese companies with information on Switzerland as a business location. The Swiss Business Hub also represents Switzerland Global Enterprise, the official Swiss agency for export and investment promotion. The SBH China has additional offices at the Consulate General of Switzerland in Shanghai and the Consulate General of Switzerland in Guangzhou.

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Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion with offices throughout Switzerland and in 31 countries. Together with partners at home and abroad, S-GE supports Swiss SMEs in their international business and assists innovative foreign companies with potential that are interested in settling in Switzerland.

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- Participation Booklet version 2023.08.31.
 - A minimum of 9 different Swiss companies are required for the realization of the Fact Finding Mission.
 - The Fact Finding Mission is still in the planning stage. The program is subject to change (work in progress).

We are looking forward to your participation.

**DANKE
MERCI
GRAZIE**

