

“Coming together is the beginning. Keeping together is progress. Working together is success.” H. Ford
Let’s not just come together but work!

Therefore join the next level assisted Match-Making Tour targeting the manifold opportunities in the Chinese Health Care Market

Hong Kong, Suzhou, Wuxi, Changzhou
April 8th – 13th, 2019



Preliminary Programme

07.04. (Su.)	Departure from Europe to Hong Kong	e.g. Zurich – Hong Kong (LX 138: ZRH 22:40)
08.04. (Mo.)	Arrival in Hong Kong	Hong Kong (LX 138: HKG 16.30)
09.04. (Tu.)	«Advantages and step-by-step market penetration to Mainland China through Hong Kong» 1-to-1 sessions for direct local support	Hong Kong Flight to Shanghai
10.04. (We.)	Showcase and match-making event with pre-selected Chinese business partners	Suzhou
11.04. (Th.)	Match-making event with pre-selected Chinese business partners	Changzhou
12.04. (Fr.)	2019 Taihu (Mashan) Life Science and Healthcare Forum: Special Promotion of ENRICH & European cooperation partners	Wuxi
13.04. (Sa.)	Full access to China (Wuxi) International Medical Equipment and Pharmaceutical Supply Chain Exhibition	Wuxi or Shanghai
14.04. (Su.)	Departure from Shanghai	Shanghai – Europe (e.g. LX 189: PVG 09.30 – 15.45 ZRH)

Why should you join this tour?

- Because your Small to Mid-size Enterprise (SME) is ready to deliver and enrich the Chinese patient/consumer with unique products, processes or services.
- Because you know about the failure rate of unplanned and unguided approaches towards the Chinese market.
- Because you search for direct Chinese governmental contacts, adaptation to standards, primary market intelligence and reliable, committed cooperation partners.
- Because you are ready to join a well-organised trans-European life science business group that cause a sensation beyond any single-nation approach
- Because you intend to avoid unnecessary administrative burdens in approaching the Chinese market and will carefully choose your wise counsellors.
- Because you want to refine your market entry strategy by visiting and interacting with experienced other players.

Who will join this tour?

Senior staff of European Small to Mid-size Enterprise (SME), Start-ups and entrepreneurs (female entrepreneurs are especially encouraged to join!). From:

- MedTech
- BioTech
- Pharma
- Elderly care
- AI, ICT and IoT Tech in healthcare
- Healthcare Nanotechnology, etc.

How to join

- Registration fee: 1750 €/person, (30% discount on the 2nd. person of the same SME). Fees include:
 - Assessment of needs, profiling and match-making (after registration, before the tour)
 - Your personalised tour programme, with targeted meeting schedule
 - Free access and tickets to all networking events listed in the programme
 - Local transportation from 09.04. (arrival in Shanghai airport) until 13.04. (arrival in Shanghai at your hotel)

Not included are travel expenses of each participant (international & domestic flights, accommodation, travel insurance, meals etc.). Easy travel booking trough: www.trip.com

- Apply and qualify to join the tour till 28th February 2019: Dr. Jessie Zhang, zz@eurelations.com (for registration and all inquiries).

What did participants from previous tours say?

We assumed big cities like Beijing and Shanghai serve as best point of entry. We were totally wrong! By this tour and the guided support we launched our first product in a smaller city of 8 Mio. inhabitants. We were directly linked to local authorities and business partners which became the door opener and promotor in our show room of our company upfront. We still produce in Europe, but Chinese clients have become more than 50%!

We were tired of shaking hands and signing MoU without any following conversion into business. Only the cooperation with Mr. Liu, whom we first met at the match-making event on the tour, made us step forward. He acts as our sales person, links us to best legal and other advisors and has become the solution oriented trouble shooter for our business in the South of China

Access to primary market data in the field of functional food was our major challenge. On the tour several support structures were presented. We've worked with all of them, compared and found our permanent most reliable partners.