

## International Market Access Series – Go China

### Time and Place

Thursday, 30.07.2020, 10:00 am –12:00 am - Digitally delivered (GoToWebinar®)

### Content

China is not only continuing to grow in the field of medical technology, it is also expected to overtake the USA in the pharmaceuticals sector in the foreseeable future and become the world's largest pharmaceutical market. Reform efforts, the expansion of the healthcare system and the increasing attractiveness of this market for foreign companies are in contradiction to the associated new regulations of the market, changes in legislation and in the authorisation of medicinal products. This is an occasion to take a look in this direction and to focus on the idea of entering the Chinese market.

Get an insight into:

- The Chinese market, the authorities and other players in China
- The admission requirements and responsibilities
- Legal representation of the manufacturer - Legal Agent
- Post Market Surveillance
- Recent changes in the registration process and new approaches to simplified market access in certain regions.

### Target Group

This WebSeminar is intended for staff from Business Development, International Sales, Export APAC and Regulatory Affairs.

### Speakers/Abstracts

#### **Markus Roepke, Marketing & Sales Manager D/A/CH - Cisema**

Markus Roepke has been working in various positions in marketing & sales in an international environment for over 25 years. He combines his experience from practice and operating room with high intercultural competence and was responsible for the registration and market launch of various medical devices in countries outside the EU. Since 2019, he has been working for Cisema at the office in Munich/Planegg, supporting manufacturers of medical devices from Germany, Austria and Switzerland on their way to successful registration in China.

#### **About Cisema**

With eleven locations worldwide, five of them in China's most important industrial regions, and more than ninety specialized employees, Cisema is one of the leading service providers for European, American and Asian companies in China. Cisema is specialized solely in product safety certifications for China, offers customer-oriented services and support your decision-making processes. Cisema assists companies of every size, from startups to global market leaders.

The presentation will give you an overview of the potential opportunities and risks of the Chinese market. It will present the basic principles for the successful registration of medical devices and IVD. After a short overview of the current situation of China's economic development, the factors influencing the healthcare system and the challenges for European medical device companies, we will focus on the registration process in China.

#### **Karl-Heinz Rohde, Managing Partner – ROHDE KG**

Experience report – more information to follow.

#### **About RHODE KG**

ROHDE KG is a specialist for coatings used on walls and ceilings that meet high and highest demands. More than 30 years of experience and renowned references worldwide, 15 years of which were in the Chinese market. The products are not only used in high-risk laboratories, in GMP and GLP areas but also in clean rooms of many research organizations and universities.

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### Ronghui Gao, Managing Director, G-Med Consulting

Mr. Gao has more than twenty years work experience in the life science industry. He started his medical career on infectious disease management before he joined Nestle (China) in the commercial division. He then moved to the UK and joined InforMed, a UK pharmaceutical marketing company and worked on marketing consultancy. Relocating back to China, Mr. Gao joined two major life science parks, Biobay and China Medical City, where he took the leadership on the international collaboration and business development. Mr. Gao is the founder G-Med Consulting, and is specialised in supporting European SMEs to access to China and helping Chinese companies invest in Europe. Mr. Gao is an advisor to a number of major European and Chinese life science clusters. He is also the initiator and co-founder of the new European BioMedical Centre in Shanghai.

The biotech and pharmaceutical industry is flourishing in China. The market focus has shifted from generics to novel drug development and advanced therapy, driven by the government medical reform and increasing medical demand. Further boosted by the unprecedented level of interest from the capital market and more favorable regulatory environment, numerous biotech and drug development startups have been well established during the past five years. A number of the flagship companies have already successfully launched their new products in the local market and are actively expanding in the global market. Thereby a surge for global partnerships is imminent.

### Agenda

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|----------|---|
| 10:00 am | <b>Opening welcome/ Introduction</b><br><i>Dr. Andreas Berghammer, Bio<sup>M</sup> Biotech Cluster Development</i>  |
| 10:05 am | <b>China - Market potential and registration of medical devices and IVDs</b><br><i>Markus Roepke, Marketing &amp; Sales Manager D/A/CH – Cisema</i>   |
| 10:35 am | <b>The surge for global partnerships from the Chinese biotech and pharmaceutical companies</b><br><i>Ronghui Gao, Managing Director – G-Med Consulting</i>  |
| 11:05 am | <b>Matchmaking Mission China 2021 - Export initiative for the German Biotech and Pharma Industry Project of the Federal Ministry for Economic Affairs and Energy</b><br><i>Baris Tasar, Managing Director – trAIDe GmbH</i> |
| 11:15 am | <b>Experience report</b><br><i>Karl-Heinz Rohde, Managing Partner – ROHDE KG</i>  |
| 11:45 am | <b>Q&amp;A / panel discussion with all speakers</b>   |
| 12:00 am | <b>End</b>  |

**The WebSeminar will be held in English.**

### Registration

Electronic registration under: <https://www.bio-m.org/WebSeminar Go China>

The seminar is free to attend but registration is necessary.

### Organisation

Dr. Andreas Berghammer and Anja Weber

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