

ACTI

Australia China Technology Incubator



PRESENTS:

A one-day practical based learning bootcamp for QLD businesses.

“SUCCESSFUL PITCHING TO CHINESE LIFE SCIENCE INVESTORS”

IN COLLABORATION WITH



Australian Government
Department of Industry,
Innovation and Science



Australia China Technology Incubator (ACTI), invites Founders, Entrepreneurs and Senior Executives of Queensland health & medtech companies and start-ups considering entry into the China market to its Brisbane based bootcamp; **“Successful Pitching to Chinese Life Science Investors”** to be held at the Translational Research Institute on 14th November 2019. This event will be held in association with **Life Science Queensland (LSQ)** and will include an afternoon of pitch training and pitching by participants to a panel of investors and experienced China mentors. So be prepared to wow us with your best “Elevator Pitch!”.

THE POTENTIAL OF 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 Australian healthcare and medical research sector.

SUCCESSFUL PITCHING TO INVESTORS

Additionally, the Chinese Investment Market is now also the 2nd largest in the world. Understanding the similarities and differences between the perspectives of Chinese and Australian investors is crucial in securing funding for organisations wishing to capitalise on opportunities within China. This workshop will highlight the considerations and mentalities of the Chinese funding investment market and what makes investments attractive to them. Attendees will understand how to shape and tailor their pitch in order to maximise the appeal of their product/innovation thereby increasing the likelihood of securing a deal.

STRATEGIC PLANNING FOR ENTERING CHINA

The ACTI Bootcamp will tangibly provide CEOs and senior Australian executives of medtech and broader healthcare companies the knowledge to help them develop a 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 Australian healthcare products, technologies and services into China. By the end of the Bootcamp, companies will be able to develop a high-level China market entry plan, which would then be presented to a panel of investors and industry specialists as a key deliverable.

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
- How to build long-term successful business partnerships in China
- How best to navigate the challenges of IP, legal structuring, and contracts in China

GET ANSWERS TO THE FOLLOWING

- Why pitches to Chinese investors commonly fail and how to make yours succeed
- Understand the Go/No-Go dynamics that make up Chinese investment decision making
- How to capitalise 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

IMPORTANT INFORMATION

DATE & LOCATION

14th November 2019
Translational Research
Institute,
37 Kent St,
Woolloongabba, QLD 4102.
(Located within Princess
Alexandra Hospital).

REGISTRATION AND ENQUIRIES

For registration visit:

<https://acti.asia/brisbane-bootcamp/>

RSVP by 07th November 2019

For further enquires contact:
alex@acti.asia.

Or visit ACTI’s website:
<https://acti.asia>

WHO SHOULD ATTEND?

Queensland based health and medtech CEOs, founders and entrepreneurs whom aspire to commence/develop their business in China, but are challenged by the complexities of doing business in the following Chinese market sectors:

- Medical devices and diagnostics
- Biotech and pharma
- Clinical tests
- Health and medical technologies
- Digital health, analytics, mHealth.

ACTI BOOTCAMP

PROGRAMME

This one-day bootcamp will be an interactive mix of presentations delivered by experts from leading advisory firms, pitching sessions and roundtable discussion format...

Session Outlines (9:00am – 12:15pm)

Official Welcome by ACTI and LSQ

Overview of the China Healthcare / Medtech Sector (Rob Scott, Managing Director; ACTI)

- 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 work these to your advantage)
- Specific restrictions and entry barriers to consider
- Understanding China's medical reform programme (and how it helps your pitch)

IP & Trademarks Considerations & Strategies (Rachel Hooke, Partner; FB Rice)

- Types of IP & Trademarking
- IP breaches
- Engaging an IP consultant/law firm
- Alternative ways of protecting IP and Trademarks

Morning Tea (10:30am – 10:45am)

Marketing Medical Devices & Services in China

- Product and brand marketing plans
- Exhibitions, events and designing collateral
- Product launch strategies and tactics
- Distribution models and how to manage distributors

Regulatory Issues (Brandwood CKC)

- CFDA to NMPA - knowing the Regs
- Structure and roles of the various Chinese government departments
- Legal exemptions, categories and short cuts to seek and leverage
- Clinical trials for regulatory approval
- Case studies. The good, the bad and the ugly

Networking Lunch (12:15pm – 1:00pm)

Afternoon Session Outline (1:00pm – 5:00pm)

Partnerships, Contracts & Due Diligence (Dentons)

- 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?
- Corporate structure - which types of legal entity to deploy
- How to appropriately draft contracts in China
- When is the time to Exit?

Strategic & Business Planning Considerations (Cyndi Zhai, Founder; Joyin/HiMed Angel Fund)

- Developing your China Plan
- Investment requirements and how these differ from UK
- Pitching to Chinese VCs
- Licensing and Valuing your China Start-up

Afternoon Tea (2:45pm – 3:00pm)

Presentation of Participant's Market Entry Plans; Feedback Session with Mentor/Investor Panel (Rob Scott, Managing Director; ACTI – Moderator)

Wrap-up & Networking Drinks (4:30pm)

ACTI BOOTCAMP

PRESENTATION TEAM

Australia China Technology Incubator (ACTI)

Since its successful launch in 2018, the Australia China Technology Incubator (ACTI) has designed, developed and implemented a range of programs to provide Australian medtech and broader healthcare companies and research teams the knowledge needed to develop a successful market entry strategy for China. ACTI's bootcamp series has to date attracted nearly 100 Australian medtech, diagnostic and health start-ups and early-stage companies, universities and medical research institutes across Australia to its events.



Rob Scott, Managing Director, ACTI

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 Representative, China for AusBiotech and has worked to help over 200 healthcare startups better understand 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.



Brandwood Biomedical

Brandwood Biomedical has served the medical devices and IVD industry since 2000. Services include regulatory submissions (TGA, US FDA 510(k), CE, China FDA, and Taiwan FDA), post-market support, ISO 13485 / 21CFR quality systems and preclinical (ISO 10993 biocompatibility) and clinical evaluation and reimbursement. Its expert multilingual regulatory consultants in Australia, New Zealand and China are led by professionals with international networks and decades of experience to provide seamless regulatory compliance across global markets.



FB Rice

FB Rice is Australia's leading independent intellectual property firm, dedicated to assisting clients navigate the complex landscape of IP. Its practitioners are experts across a vast array of technology fields including biotechnology, medicine, chemistry, engineering, software, communication technology and trademarks. FB Rice is renowned for a strategic focus and ability to understand clients' needs to ensure an alignment of IP strategies with commercial objectives. FB Rice has extensive expertise in Australia as well as overseas including China, Japan, Korea, US, Europe, and the ASEAN region to ensure seamless protection of IP across these markets.



Dentons

Dentons is a decentralised multinational law firm ranked by Acritas as having one of the world's top 20 Global Elite law firm brands. It is the 8th-largest law firm in the world by revenue and the world's largest law firm by number of lawyers. The firm is called Dentons in all languages other than Chinese, in which it is called Dacheng. Dentons was founded in March 2013 by the merger of SNR Denton, Fraser Milner Casgrain and Salans. Following its merger with Chinese law firm Dacheng in November 2015, Dentons became the largest law firm in the world by number of lawyers and has the most offices of any law firm in the world, covering every continent.



Life Sciences Queensland

Life Sciences Queensland Limited (LSQ) is Queensland's peak industry body for the life sciences industry, proudly championing the potential of our state's biotechnology sector to feed, fuel and heal the world. Representing more than 170 industry members, LSQ is the nexus for attracting investment, talent and knowledge to help Queensland life sciences prosper and together with its partners LSQ helps create a dynamic, internationally competitive and sustainable life sciences industry in Queensland. LSQ is committed to actively promoting and raising the visibility of its members and supporting them in building their capabilities in terms of know-how, best business practices, information and human resource solutions.



Life Sciences Catalyst

The LS Catalyst Program, an initiative by Life Sciences Queensland Limited (LSQ) and funded by the Advance Queensland, it is designed to provide support to Queensland based entrepreneurs, startups and SME's in the life sciences sector. The program supports those developing new innovations, enabling technologies and applications in the fields of biotech, pharma, healthcare, diagnostics, medical devices, agricultural biotechnology, food science and technology, complimentary medicines, functional foods and beverages, waste (from food, biomass etc) to higher value products, energy and fuels. Through the LS Catalyst Program, personalised advice and support are provided to help overcome specific challenges the entrepreneur or start-up is facing and help grow their idea or company. The LS Catalyst Program help connects participants with mentors and key opinion leaders relevant to their industry, facilitate access to new knowledge, provide training and business tools, make introductions to alternative capital sources and provide a platform to connect with networks and key resources in both national and international markets.

