

CHINA BOOTCAMP FOR MEDTECH SECTOR BY AUSTRADE SHANGHAI LANDING PADS

1-2 APRIL 2019 | @CHENGDU



ABOUT THIS BOOTCAMP

The **Australian Landing Pads program**, a pillar of the National Innovation and Science Agenda, facilitates Australian-founded, market-ready, and tech-relevant entrepreneurs and high-growth companies to expand globally. The Shanghai Landing Pad serves as a gateway to the Greater China market by preparing entrepreneurs to tackle its complexity and uniqueness through 90-day residencies and Bootcamps.

Chengdu is a leading centre of medical research and healthcare in western China and seeks to further expand its capabilities. Chengdu has particular strengths in biotechnology, medical devices and technologies, cancer research and treatment and aged care. Major multinational pharmaceutical and medtech firms including Cochlear, Roche, Sanofi, Pfizer, MSD, GlaxoSmithKline, Novartis AG and Sanofi-Aventis have established a presence in Chengdu.

The **China (Chengdu)–Australia Health Industry Fund** is an initiative of Chengdu Municipal Government and Chengdu-based health industry representatives, with support from Austrade. The objective of this fund is to provide new channels for project funding, IP incubation and research commercialisation partnerships in health and life sciences. The fund presents a unique opportunity for Australian business, providing first-mover advantage in a highly competitive market segment.

Cochlear is collaborating with Sichuan Innovation and Entrepreneurship Promotion Association (SIEPA) to establish a health innovation hub in Chengdu. SIEPA is a leading local innovation platform supporting start-ups and scale-ups across a range of sectors.

To help Australian start-up companies capture opportunities in Chengdu, in partnership with the Victorian Government, Austrade will host a two-day Bootcamp for Australian medtech businesses to introduce the Chengdu market. Australian participants will have the opportunity to obtain market updates from Australian Government officials, pitch to potential partners and visit leading medtech sites.

FEE FOR PARTICIPATION

A\$300 per organisation

- * Participation fee includes venue hire, group transportation, translation for group sessions
- * Participants' personal expenses (e.g. airfare, accommodation, personal meals) for attending the Bootcamp are not covered in the participation fee.

PROGRAM THEMES

MON 1 APRIL

AM

Market updates from Australian government, topics include

- China and west China medtech opportunities
- Intellectual property
- Tips for a successful pitching

PM

Showcase with local partner e.g. Chengdu High Tech Zone, Wenjiang International Medical City or Tianfu New Area, including:

- Briefing by host on Chengdu partnership opportunities
- Client pitching
- Curated meetings
- Networking/speed-dating

Evening

'Sizzle' – networking function

TUE 2 APRIL

AM

Group site visits to e.g. Tianfu Bio-town, SIEPA

PM

Individual or small group site visits, tailored according to client need

* Program subject to changes

* Program will be delivered in English and translation support provided where necessary

REGISTER YOUR INTEREST

Email to Shupeichen@austrade.gov.au by 5pm AEST Friday 8 March 2019.