



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**

THE HEALTH & LIFE SCIENCE TEAM

THE ROYAL DANISH EMBASSY IN BEIJING AND ITS REPRESENTATIONS IN CHINA



INDUSTRY INTRODUCTION

The health and life science industry in China is one of the most attractive industries for Danish companies operating in China. The Chinese authorities have decided to up-scale its investments in the health area focusing on a health insurance scheme. Further, the ageing population and the growing Chinese middle class continuously provide large and stable consumer base. From a Danish perspective, China is the second largest market for Danish life science companies, which emphasizes the importance of faster and smoother processes between the two countries. This goes especially for the area of health and life science, since the most important export group for Denmark in 2016 was pharmaceuticals and medical devices (7.27 mia. DKK)

WHO ARE WE?

The Health and Life Science Team is a central part of the Trade Council in China. We are located at the Royal Danish Embassy in Beijing and its Consulate Generals in Shanghai, Chongqing and Guangzhou, and a trade office in Taiwan.

We are a group of dedicated employees with substantial sector experience who understand the unique country specific challenges within our sector. Being a team of commercial specialists within the Chinese health sector, we advise Danish health and life science companies on their strategy for penetrating the attractive but complex Chinese market. Furthermore, we engage in extensive government to government and government to company collaboration, which enables us to provide our clients with an in-depths understanding and analysis of the latest market changes, and establish contact with relevant authorities. The key strength of the team is our in-depth knowledge of the market segments through our specialization – both in teams and as individual team members. This gives us a valuable network to public institutions and private companies.



HOW CAN WE HELP YOU?

The Health and Life Science Team, and the Trade Council China in general, can assist you from our ever-evolving knowledge base on the Chinese market - helping you create value all the way from Denmark to China.

We know what happens in the Chinese market, when and where. This means that we can provide assistance on a wide range of areas; from initial fact-finding and market research to partner identification, legal and tax issues, we can help you establish sales on the largest consumer market in the world. Due to global market opportunities, many Danish companies have either sourced in China or moved their production to China. The Trade Council has worked with these companies from the beginning. We therefore possess extensive experience in identifying the right partners for your company in China, and communicating with relevant authorities, ensuring you a process as fast and unproblematic as possible.

Trade Council China offers you our good reputation and strong network on a platform, which includes everything from strategic planning and market research to visit programs and global public affairs. More specifically, we offer the following services:

PUBLIC AFFAIRS

The Trade Council specializes in dealing with political and commercial factors through its Global Public Affairs services. Knowledge about Chinese legislation as well as good relations with authorities can prove crucial in order to succeed in the Chinese market. We help clients identify, prioritize, and liaise with key stakeholders, thus providing companies a good overview of and access to Chinese decision makers. Furthermore, we provide information about changes in framework conditions such as legislation, customs tariffs and other market conditions in China. In this way, we create a

HEALTH & LIFE SCIENCE TEAM

CORE COMPETENCIES

- ✓ Government Relations and Public Affairs
- ✓ Technical expertise in pharmaceutical medicine and clinical research
- ✓ Drug development and product launch
- ✓ Market Research
- ✓ Project Management

better decision-making foundation for the Danish companies, and we assist companies in solving disputes before they develop into full-blown national or international court cases.

COMPANY ESTABLISHMENTS

Trade Council China has over the years registered a large number of Danish companies in China. Due to our experience and our good network with relevant Chinese authorities, we

provide high quality and high-speed solutions. Our starting point is to get an understanding of the type of company, in order to decide what company our clients need. When the most appropriate company type has been decided upon, we will then take care of all the paperwork and formalities.

HEALTH TEAM CONSULTANCY SUPPORT
UNIQUE HIGH-QUALITY INSIGHTS FROM
EXPERTS IN THE CHINESE MARKET

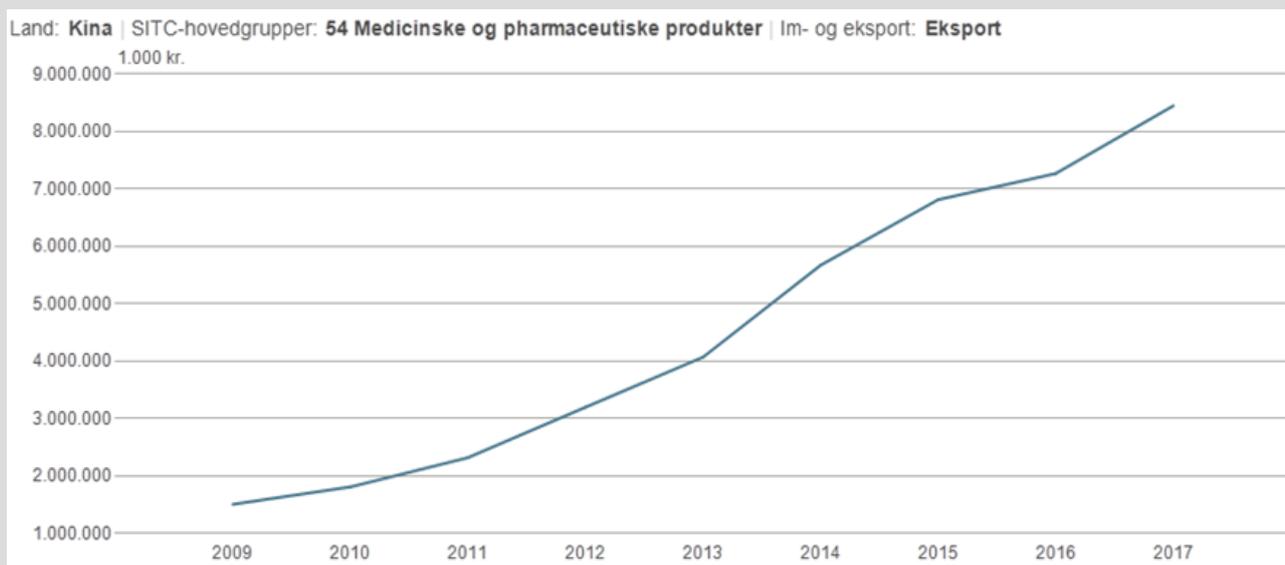
- ✓ Trade barriers
- ✓ Documentation requirements
- ✓ Technical measures
- ✓ Customs issues, tariffs and changes
- ✓ Price controls
- ✓ Insurance matters
- ✓ Import or export licenses
- ✓ Currency and transport regulation

EXPORT FINANCING

In order to strengthen Danish companies' knowledge of and access to export and investment financing, we have a designated advisor who is able to support your company within the health and life science sector. Our goal is to help you and your foreign customers obtain the financing which can turn your export transactions into reality, whether it will be through financing for your customer, security for payments, or financing of operations just to name a few.

REGULATIONS ON YOUR EXPORT MARKETS

The Trade Council can give you an overview of the regulations that govern your export, and make use of our close government relations to assist your enterprise in overcoming any trade barriers you might encounter on export markets, and provide you with technical export advice and case representation.



Export of pharmaceuticals and medical devices between Denmark and China, 2009-2017 (Source: Statistics Denmark)

INTELLECTUAL PROPERTY RIGHTS

Awareness of Intellectual Property Rights (IPR) has increased significantly, as evidenced by the tremendous increase in IPR applications plus a growing number of IP-related court cases. It therefore is essential to know how to use, guard and enforce your right to your company name, logo, design or your invention.

We can provide you with a comprehensive IPR guideline, with the purpose of making your entry into China as successful as possible.

“The outcome of the market researches has been key intelligence for the companies when developing their China strategy.”

MARKET RESEARCH

China is in many ways still a developing market with a typical deficient data collection system.

Due to this, and the pace of the development, the data compiled from public sources is often unreliable and insufficient.

Our professional team of Danish sector experts and local commercial officers can assist you with both quantitative and qualitative market research methods based on your specific needs. Relying on our many years of experience on the Chinese market, we compile and process data and conduct in-depth interviews with both experts and focus groups. We have successfully assisted a broad range of Danish companies, and the outcome of the market researches has been key intelligence for the companies when developing their China strategy.

PARTNER SEARCH

Success and sustainability of a business project depends largely on finding a strong local business partner. The identification of a partner begins with you defining the partner criteria based on your company's ambition, mission, vision, business strategy. It can also include the

CNDA - DKMA COLLABORATION

China National Drug Administration (CNDA, former CFDA) and the Danish Medicines Agency (DKMA) engage in a strong collaboration, supported by Health Team from The Royal Danish Embassy. In May 2017 Chinese premier Li Keqiang and Danish prime minister Lars Løkke Rasmussen signed a MoU between CFDA and DKMA regarding the establishment of "China-Denmark Food and Drug Regulatory Cooperation Centre." This extensive collaboration between CNDA, DKMA, and the Embassy underlines the effective and value creating partnership we have established.

Close government collaboration like this gives Danish companies and institutions a unique opportunity to interact with the Chinese authorities in a clear and direct way, which normally is not possible in a market like the Chinese, characterized by grey areas, uncertainty, and inconsistent case management.

Public Affairs and Corporate Social Responsibility (CSR). If needed, we can also assist in setting up your partner criteria.

Based on the criteria, we will conduct the partner search, which can also include a presentation of business idea, products, or projects, an initial dialogue, and an indicative analysis of business options.

“Focus on your core business while drawing on The Trade Council’s business network and our experience on the Chinese market”

RECRUITING

Recruiting in China is not always easy. You may receive 400 applications for a given position and understanding the quality of the applications requires local expertise.

You get an experienced partner with a good understanding of what Danish companies are looking for, which also possess an in-depth knowledge of local conditions and culture in China. Our strong brand in China help companies appear as attractive employers.

INCUBATOR

The incubator is a shared office within one of our missions. It is a flexible way to start a business in China, which enables your

company to focus on your core business while drawing on The Trade Council’s business network and our experience on the Chinese market.

You get access to fully operational office facilities, full or part time, or "virtual" so your company can be represented in the new market. We can also provide market information

RECRUITMENT ASSISTANCE

- ✓ Advising on the local labour market conditions
- ✓ Preparation of job descriptions
- ✓ Advertising and translation
- ✓ Pre-selection, short-listing and interviewing candidates
- ✓ Setting up meetings with candidates
- ✓ Arranging specific tests according to your preferences

and market research, advice and assistance, as well as administrative support, for example in connection with registration of the company, bookkeeping duties, payment of bills and bank transfer

INNOVATION CENTRE DENMARK IN SHANGHAI

Innovation Centre Denmark (ICDK) Shanghai is part of a global organisation initiated by the Danish Ministry of Higher Education and

Science, and the Danish Ministry of Foreign Affairs. Our global mission is to help Danish companies and higher education institutions explore possibilities in some of the world's leading innovation hubs. We do this to secure Denmark's competitive advantage and future growth.

Especially in the Health and Life science area, which is one of the three sectors ICDK Shanghai focuses on, the Chinese market has great potential and the Danish expertise and technology is world leading.

With help from ICDK Shanghai, Danish companies can tap into China's innovation eco-system, the start-ups, incubators, VCs, public and private entities. We can also assist companies in "localising" their value proposition, business model, partnership and funding strategy.

Scientists and higher Danish education institutions can use ICDK Shanghai to gain insights about China's higher education system, create new partnerships and establish collaboration programmes.

"It has been a great pleasure collaborating with the Health Team in China. I have received top-qualified help by the team members in finding suitable academic and business partners in China within Health. The Health Team employees also made it possible for us to overcome the cultural and linguistic barriers between China and Denmark in the best way possible. I am fairly certain that I would not stand a chance finding business partners in China without the help of the embassy."

Michael Lüscher, APS

"ALK has benefitted working with the Health team at the Royal Danish Embassy in Beijing due to their insights, knowledge and connections on matters of high strategic importance."

Ann-Lisbeth Aarup Nielsen

Senior Regulatory Affairs Specialist,
ALK

CONTACT US

Want to know more about our activities and collaboration with Chinese partners, or interested in your own opportunities in China? The Health and Life Science Team is ready to assist you or answer any questions you might have regarding health and life science and the Chinese market.

Feel free to contact us at your convenience:

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