

PREPARING COMPANIES IN GERMANY AND CHINA FOR TRADE COOPERATIONS

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Market information



Introductory service



Networking



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Recent activities to foster Sino-German trade cooperations

- **Regulatory Update** for German companies, monthly
- **German Healthcare Company Directory**, online
- **MEDICA presentation**, 11.2020: China's Medtech Market in Times of Corona
- **Themenspecial**, 02.2021: Health Market China: Health insurance and reimbursement system
- **Digital Trade Mission to China**, 08.03.2021 bis zum 19.03.2021
- **Webinars** planned on further relevant topics (stakeholders, market access, distribution, cooperation models...)
- **Presentations and cooperation workshops** planned at relevant **trade fairs, congresses**



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Notes on Sino-German trade cooperations



Challenges to overcome in setting up and running cooperations:

- lack of knowledge about the market and its stakeholders
- lack of knowledge of regulatory framework and legal provisions (like IPR)
- unwillingness to set up local branch
- fear of disadvantages due to subsidies for Chinese companies
- intercultural issues



Unbroken interest by German healthcare companies in the Chinese market and cooperations with its stakeholders



Population, market size and market developments make China an attractive partner in healthcare

Please don't hesitate to get in touch!

We are happy to help.



Thank you for your attention!

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