



# Healthcare Business Development Mission

## Beijing and Chongqing, China

**The U.S. Deputy Secretary of Commerce in cooperation with the U.S. Deputy Secretary of Health and Human Services will lead a Healthcare Business Development Trade Mission to China from 16 - 21 October 2016.**

### Mission Objectives

The mission will open access to Chinese government health officials and introduce U.S. firms and trade associations to the Chinese Healthcare market as well as assist U.S. companies to find business partners and export their products and services to China.

The mission is intended to include senior representatives from U.S. companies and U.S. trade associations with members that provide high end, innovative medical devices, healthcare IT equipment, innovative pharmaceuticals, healthcare services, hospital management or senior care management solutions, and medical education or training.

### Market Opportunities

China's healthcare sector is the third largest in the world and is expected to grow double digits, exceeding China's GDP growth. It is predicted that annual healthcare spending in China will reach \$1 trillion by 2020, a dramatic increase from \$590 billion today.

The Chinese government has announced its intent to deepen reform of the medical and health systems. Key reform elements include: strengthening medical education; establishing a primary care network; strengthening basic medical insurance to increase affordability and coverage; enhance access to innovative drugs; and promote private investment in the healthcare services sector.

### For more information please contact:

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### Apply Today!

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### Explore China's Growing Healthcare Market!

#### October 16-21, 2016

- 10/16: Arrive in Beijing
- 10/17-18: Government/Business Meetings
- 10/19: Travel to Chongqing
- 10/19-20: Government/Business Meetings
- 10/21: Wrap-up and Depart Chongqing

#### Participation includes

- Access to senior Chinese Government officials (national and provincial)
- Networking opportunities with local businesses and associations
- One-on-One Business Appointments
- Receptions hosted by senior U.S. government officials

#### Fee

- \$10,500 for SMEs (<500 employees)
- \$12,500 for Large Firms
- \$3,500 for each additional representative

Participants are responsible for their travel, lodging and meal expenses. A flight recommendation will be made for Beijing to Chongqing travel.

#### APPLICATION DEADLINE

**Friday, July 15, 2016**



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