



Turnpike Trade Mission

Zhejiang Medical Equipment Expo/Health Services Promotion Expo

Zhejiang Province, China

September 10-17, 2017



The Hangzhou International Expo Center will be the main venue for the 2017 Health Expo in Hangzhou, the capital of Zhejiang province. (Photo/Xinhua)

The state trade association members of the Turnpike Partnership and their members are invited to participate in a trade mission to Zhejiang Province, China. Coordinated by the Indiana Health Industry Forum (IHIF) and their agent in China, Pacific World Trade (PWT), the mission will attend the “2017 Health Expo”, a joint meeting of the Zhejiang Medical Equipment Expo and the Health Services Promotion Expo. The exhibition and conference will be held in the newly appointed G-20 conference center in Hangzhou, Zhejiang, China.

Mission Focus

This mission will focus on making introductions and developing commercial partnerships in China for U.S. companies engaged in the design, development, appointment/outfitting of hospitals and healthcare facilities, and related training and services.

- Facility design and operation
- Digital technologies
- Hospital Equipment and Supplies
- Training (healthcare and equipment)
- Services



The Medical Products Exhibition provides procurement units across many different hospital and healthcare facility levels with an efficient and convenient platform for viewing new devices and technologies.

Mission Services

Companies participating in the mission will be provided with 1:1 meetings coordinated by PWT and the Zhejiang Health Services Promotion Council, a presentation opportunity to conference attendees, and participation in a Turnpike booth at the Expo.

Agenda*

September 10 – Depart US

September 11 - Arrive in Hangzhou, Zhejiang Province.

September 12 - Briefing/reception, potential for pre-arranged meetings/tours

September 13 – 16 - 2017 Healthcare Expo: exhibition, presentations, meetings

September 17 – Return to U.S.

*subject to change depending on availability

Mission fees and registration

Delegates are responsible for their own travel/accommodation arrangements. There will be a reserved block of hotel rooms for the mission, near the exhibition center. PWT will provide assistance with letters of invitation for visas, and have staff available on the ground in China. Other anticipated costs may include in-country transportation and translation services.

Mission participation fee: \$2,995/organization*

*Mission fee subject to change. Rate includes shared costs for a 3mX3m Turnpike exhibition booth and rental of facilities for company presentations. Requires a minimum of four company participants.

Registration Deadline: **August 1, 2017**

For more information or to register for the mission, please contact the Indiana Health Industry Forum at info@ihif.org.

About Zhejiang: Zhejiang province is located on the southeast coast of China, to the south of Shanghai. It is divided into eleven prefecture-level divisions, nine prefecture level cities and two sub-provincial cities (the capital city of Hangzhou and city of Ningbo). Zhejiang is considered a relatively wealthy province and has been consistently in the top 5 out of 34 provinces in terms of nominal total GDP and GDP per capita. In 2015, it contributed 7% of China's total GDP. Zhejiang has a population of 55 million people with 1,049 hospitals across the province.

Zhejiang province is the largest consumer of medical devices in China and serves as a "showcase" for the total market. 30,000 professionals will attend the Expo. The annual transaction value at the Expo is over \$175 million or about 20% of the total market value.

About the Conference: After two successful ZIHIE Expos, in September 2017, a more comprehensive and innovative Expo will be held at the new Hangzhou International Expo Center. With hundreds of exhibitors and thousands of their products and services from across the world, ZIHIE has become the largest health brand exposition for Zhejiang province. 800 hospitals will be represented by executive staff as part of the provincial Hospital Association annual meeting.

About IHIF/PWT: The Indiana Health Industry Forum and Pacific World Trade work together to help Indiana health science companies explore market opportunities in China and specifically work with governmental and private organizations in Zhejiang Province, Indiana's sister-state. Leveraging the 30+ year relationship PWT has fostered on behalf of Indiana, combined with export guidance and counseling, member companies of IHIF can be assured of a well-researched and supported introduction to the Chinese market.

About the Turnpike Partnership: The Turnpike Partnership is an international network of health science industry associations focused on patient-driven public policy and innovation services. The Turnpike Partnership brings together health science associations and their members with industry leaders, research universities, startup companies, mentors, and related national trade associations. The Turnpike model erases geo-political boundaries and focuses on getting innovation in front of the people who can connect it most quickly to patients. Organized and led at the state/grassroots level, the Partnership provides a collaborative, viable, sustainable business model and support system.