



Nordic Life Science  
Platform

FAST-TRACK CHINA ENTRY

# NORDIC LIFE SCIENCE PLATFORM

## - Fast-track China Entry

NLSP Partners:



[www.nlsp.dk](http://www.nlsp.dk)

3 May 2024



# Nordic Life Science Platform

## - Fast-track Market Entry



### Purpose

The **Nordic Life Science Partners (NLSP)** is a Danish registered company that gives Nordic life science companies a **more safe, efficient, and easier access** to China's rapidly expanding healthcare market by taking advantage of the preferential policies and opportunities at the **Hainan Boao Lecheng International Medical Tourism Pilot Zone (HBL)**.

### Mission

To **match the demand** for innovative medical products and solutions by the hospitals in HBL **with the supply** of Nordic companies for the benefit of Chinese patients, and to help **access and develop new business opportunities** in China.

### Partnership

To explore the market opportunities in China further, **NLSP** has established a Partnership with the **Danish Life Science Cluster** and **Innovation Center Denmark in Shanghai**.



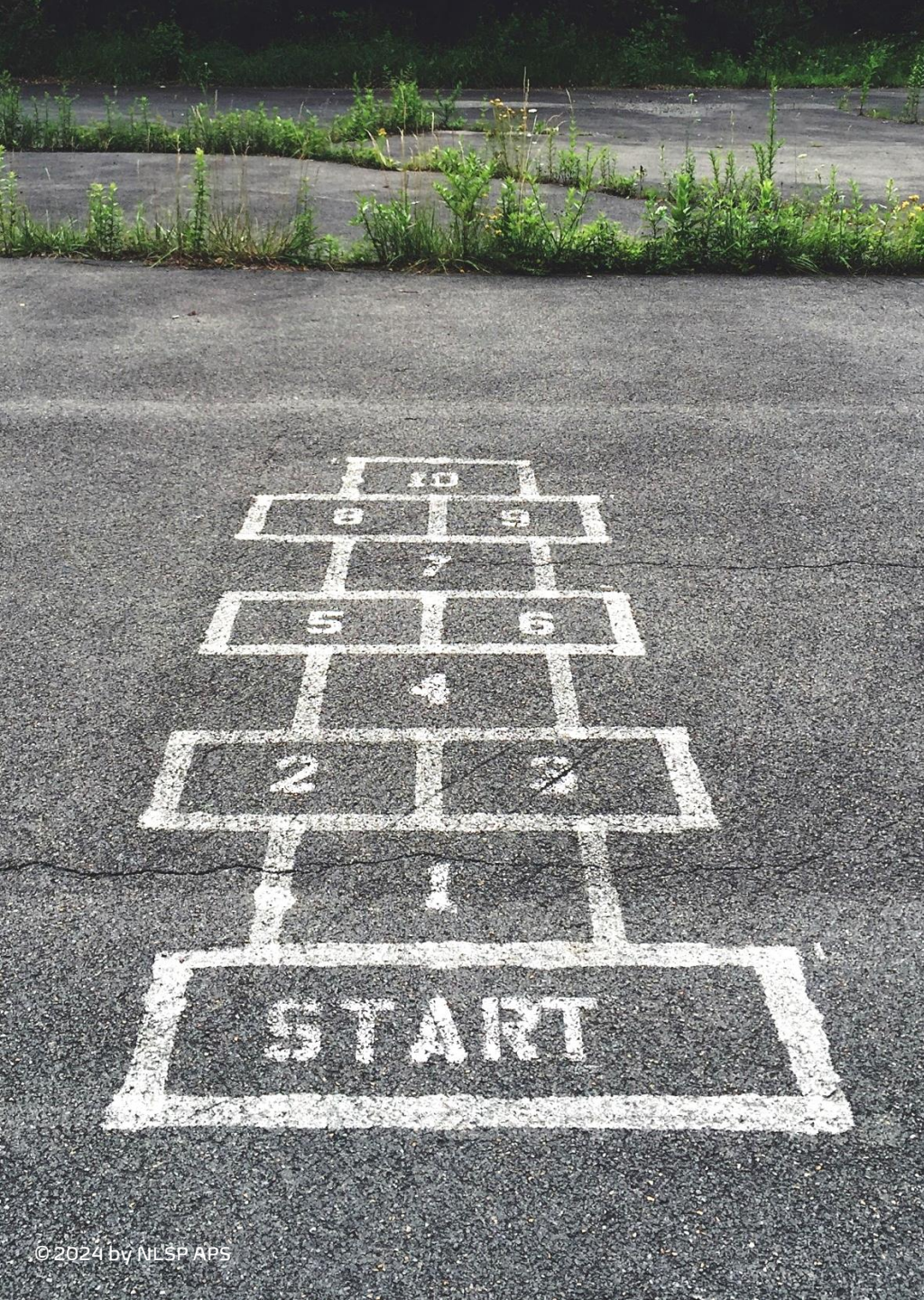
## Nordic Life Science Platform

### - Gateway to China's Healthcare Market

Although China is the world's second largest market for both medical devices and medicines, many Nordic companies hold back from starting exports or own sales in China due to lack of market knowledge and (perceived) **entry barriers** and therefore consider it too difficult and risky.

This **uncertainty and doubt** includes language barriers, poor IPR protection, forced technology transfer, unfair local competition, biased authorities, changing laws & regulations, complex application, registration & approval procedures, unclear procurement rules, and unknown distribution channels.

To **lower the entry barriers**, NLSP has gathered a team of experts with many years of know-how and experience from advising and assisting Nordic companies entering and operating in China.



# Nordic Life Science Platform

## - Step-by-Step Market Entry Model

NLSP is a “one-stop service platform” that delivers a **Step-by-Step Market Entry Model** that helps Nordic life science companies to explore and enter China’s healthcare market.

NLSP offers **expert advice & supporting services** such as project management, legal assistance, IPR protection, product evaluation, matchmaking, fast-track approval, CRO partnering for RWD study, market research, partner search, company set-up, product registrations, and sales & distribution channels.



## Hainan Boao Lecheng – Objectives

- On 10 September 2019, the State Council approved the “Implementation Plan for Supporting the Construction of Boao Lecheng International Medical Tourism Pilot Zone”.
- HBL granted preferential policies and incentives to create a world-class international medical destination and cluster for advanced medical treatment, professional rehabilitation, medical R&D, and technological innovation in China.
- Currently, 23 hospitals (Tier 3) are in operation with 5 new hospitals still to open in 2024, and 10 more planned. Total construction cost estimated at RMB 100 billion (USD 14 billion).
- When completed, it will provide 12,000 hospital beds, employ 28,500 medical personnel including 3,500 R&D staff, and by 2025 provide 1.5 million medical consultations per year.



## Hainan Boao Lecheng – Preferential Policies

- Offers a **special fast-track approval procedure** that makes it easier and quicker to register, import, sell, and test innovative medical devices and medicines for “urgent” need in HBL that are not yet registered in China (388).
- **Criteria:** 1) Product cannot have been registered in China but needs **CE/FDA/PMDA approval**, 2) Product shall be “innovative” and cannot be replaced by an already approved predicate in China, and 3) Product shall be used for a specific medical use at HBL medical institution applying for its use.
- Only place in China where it is possible to conduct **Real-World Data studies** of the use of medical devices and medicines imported under the fast-track approval procedure that can supplement the application for the **NMPA registration** and accelerate the approval process to sell in all of China (30).

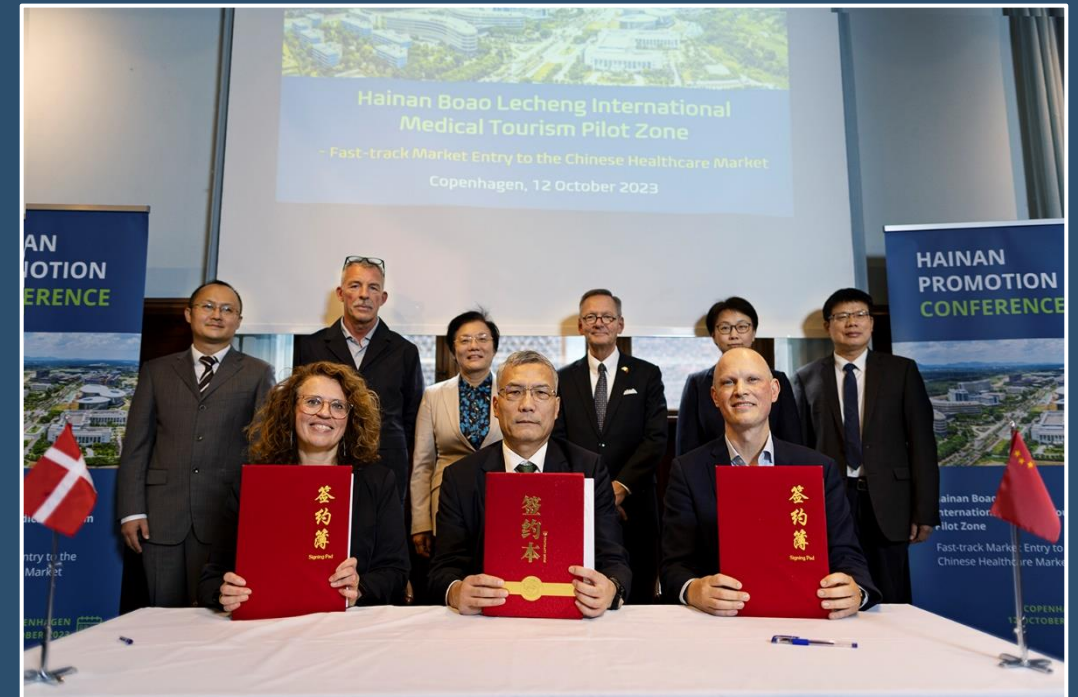


# Nordic Life Science Platform - Strategic Cooperation Agreement

On **12 October 2023**, the Danish Life Science Cluster, Nordic Life Science Platform, and the Lecheng Administration (HBL), signed a **Strategic Cooperation Agreement** in Copenhagen, Denmark during a high-level medical delegation visit from Hainan headed by Ms. XIE Jing, Vice Governor of Hainan Province.



Ms. XIE Jing, Vice Governor of Hainan Province.



From left to right: Ms. Diana Arsovic Nielsen, CEO of DLSC, Mr. JIA Ning, Director of Lecheng Administration, and Mr. Noam David Stern, Co-founder & Owner of NLSP.

# Nordic Life Science Platform

- Expert Advise and Support



Noam David Stern  
Co-founder & Owner,  
China



Daisy Du  
Legal Counsel  
China



Sharon Xu  
Medical Project Manager,  
China & Germany



Peter Ølbye  
Co-founder & Advisor,  
Denmark



Marcus Woldsen  
BD & Project Manager,  
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