

Getting Started in China's Healthcare Market



Nordic Life Science
Platform

FAST-TRACK CHINA ENTRY

NORDIC LIFE SCIENCE PLATFORM

- Fast-track China Entry

NLSP Partners:



www.nlsp.dk

3 May 2024



Nordic Life Science Platform - Fast-Track China Entry

Purpose

The **Nordic Life Science Platform (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 at HBL **with the supply** of Nordic companies for the benefit of Chinese patients, and thereby help **access and develop new business opportunities** in Mainland 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 - China's Healthcare Market

China's healthcare market is mainly driven by major **demographic changes** such as rising prosperity, increasing urbanization, falling birth rates and a rapidly aging population which is leading to a growing number of chronic diseases.

To satisfy the rising demand for high-quality healthcare services, China is investing massively in medical R&D, IT, AI, modern hospitals, innovative medical devices, medicines, and treatment methods.

Today, the Chinese markets for both medical devices and medicines are the **world's second largest** and one of the most important (export) growth markets for Nordic Life Science products, solutions and know-how.

In 2022, China's healthcare spending totaled **RMB 8.5 trillion (~USD 1.2 trillion)** or **7.05% of GDP** which is projected to reach **RMB 17 trillion** by 2030.

In 2022, China's **medical device market** reached a total value of **RMB 958.2 billion (~USD 142.4 billion)** with Compound Annual Growth Rate (CAGR) of 17.5% since 2015.

In 2022, China's **pharmaceutical market** generated total sales of **RMB 2.61 trillion (~USD 404.5 billion)** with CAGR of 5.4% since 2017.



Nordic Life Science Platform

- Gateway to China's Healthcare Market

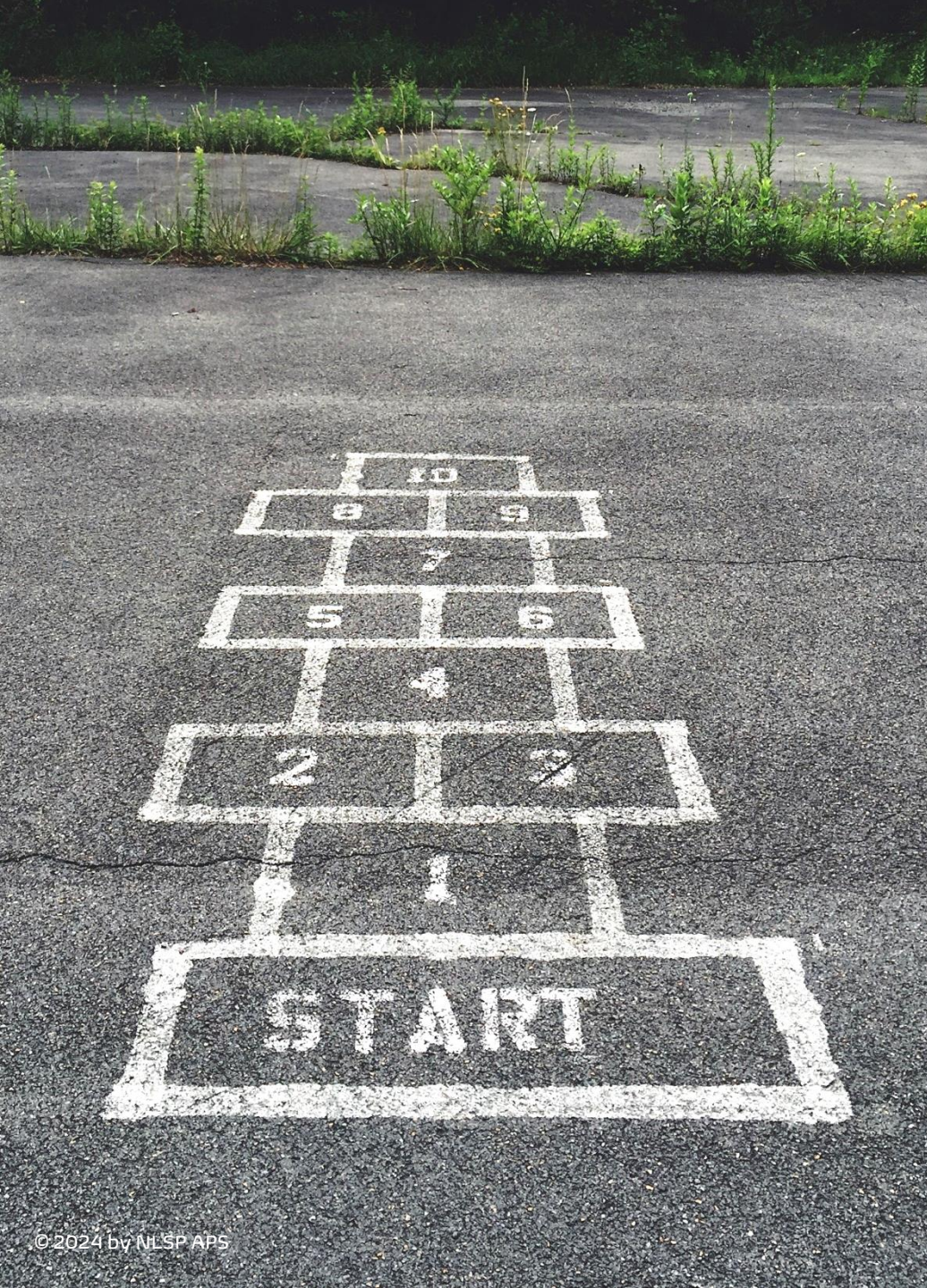
Despite the great market potential, many Nordic companies hold back from starting exports or own sales in China due to lack of market knowledge and (perceived) **entry barriers** and therefore consider it too difficult and risky.

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**, we have gathered a team of experts with many years of know-how and experience from advising and assisting Nordic (medical) companies entering and operating in China.

We offer our expertise and support to Nordic life science companies in which Hainan Boao Lecheng can serve as a **gateway and stepping-stone** to the rest of China's healthcare market.

"NLSP – Save time and money and get directly to the market"



Nordic Life Science Platform

- One-stop Service Platform

NLSP is a **one-stop service platform** that delivers a **Step-by-Step Market Entry Model** that helps Nordic companies to explore and enter China's healthcare market but also give them the option to pause after each step of the process to decide their next move into the Chinese market.

We offer **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.





Nordic Life Science Platform

- Hainan Boao Lecheng International Medical Zone

HBL is a special medical zone in China that has been granted preferential policies and incentives with the aim to create a **world-class international medical destination & cluster** for advanced medical treatment, professional rehabilitation, medical R&D, and technological innovation in China.

When fully developed, Hainan Boao Lecheng is planned to cover 21 km² with a total of 3 km² of constructed land.

Currently, 23 private hospitals/medical centers (Tier 3) and 6 medical service centers are in operation with 5 new hospitals still to open in 2024, and 10 more planned. Total construction costs estimated at **RMB 100 billion**.

HBL offers a **special fast-track approval procedure** that makes it easier and quicker to register, sell, and import innovative medical devices, medicines, and rehabilitation equipment in need by the hospitals at HBL that are not registered in China but approved overseas with a **CE mark or FDA license**.

HBL is also the 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 Mainland China.



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- Hainan Boao Lecheng Location & Getting There

- Located by the Wanquan River near Qionghai City about 90 kilometres south-east of Haikou, the provincial capital of Hainan.
- Lies 7.3 kilometres from Boao Airport, and 3.7 kilometres from Boao Railway Station with high-speed train links around Hainan.
- Driving distance by train from Haikou Meilan Airport to Boao is 35 minutes and by car 1 hour and 20 minutes.
- Flying time from Beijing to Haikou is 4 hours while it is 2 hours and 45 minutes from Shanghai and 1 hour and 15 minutes from Guangzhou, Shenzhen, and Hong Kong. Direct flights from Shanghai to Boao Airport take 3 hours and 20 minutes.
- 30-days visa-free entry to Hainan for 59 countries and regions including the Nordic countries for direct overseas flights including from HK.



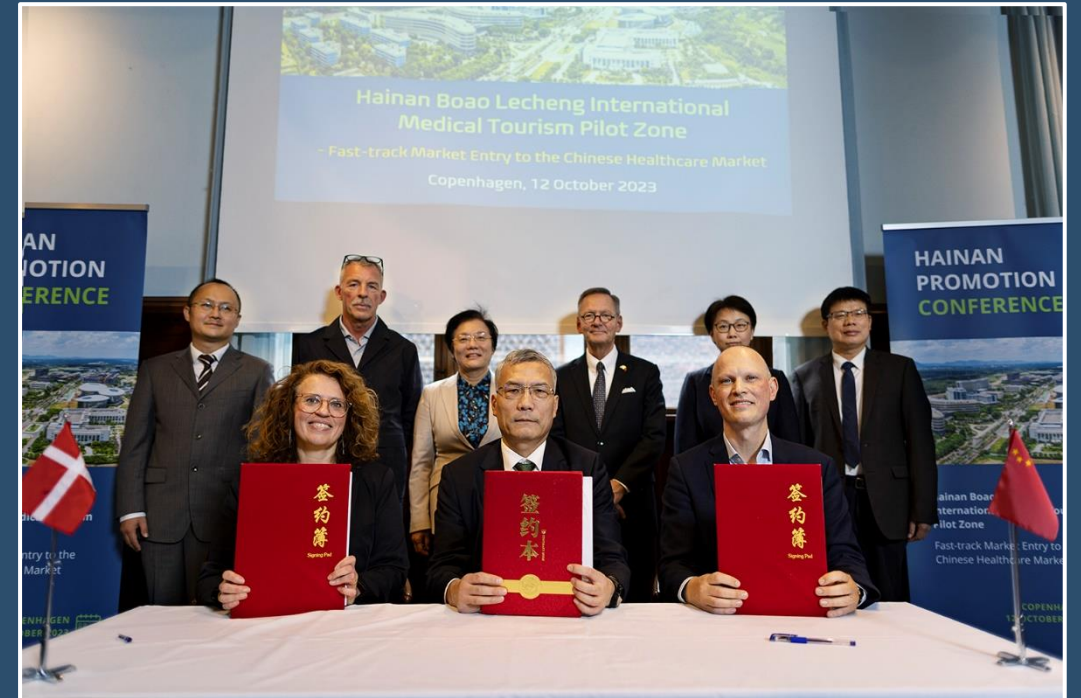
Nordic Life Science Platform

- Strategic Cooperation Agreement

On **12 October 2023**, the Danish Life Science Cluster (DLSC), Nordic Life Science Partners (NLSP) and the Hainan Boao Lecheng Administration, 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 of NLSP

Nordic Life Science Partners ApS

- Expert Advise and Support



Noam David Stern
Co-founder & Owner,
China



Daisy Du
Legal Counsel
China



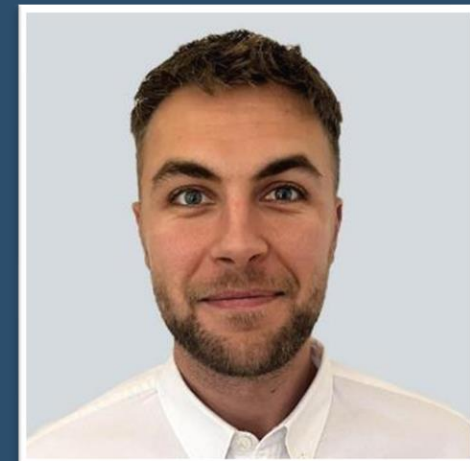
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