

April 6 FORUM

How to Enter and Expand in **China's Medtech** Double-Digit Growth Space?

Wednesday
April 6, 2015
5:30 – 8:30 PM

Constant Contact
Headquarters
Waltham, MA

Meeting Agenda:

5:30 - 6:15
Arrival, Networking
& Dinner
6:15 - 6:30
Announcements
& Introductions
6:30 - 8:00
Speakers and Q&A
8:00 - 8:30
More Networking

Who Should Attend:

- Senior executives of medical device companies planning to expand their market reach into China
- Management personnel seeking to better understand the medtech opportunities in China
- Small medtech entrepreneurs who need alternative sources to get funding and revenue to the traditional U.S. market

For more information,
go to mdgboston.org

China is ranked #2 in national GDP in the world in 2015, almost 3 times of Japan. It is one of the world's fastest-growing markets for medical device.

It has emerged as Asia's largest medical device market and will become the world largest as the ever growing middle class demands higher level of care standards.

Program Description

Can you afford not to think of the China healthcare market?

This forum will discuss the dynamics of China healthcare market, key factors to consider, CFDA changes and approval process, funding and partnership. Our seasoned speakers will share their practical tips and pitfalls from their personal experience.

To help U.S. medtech companies better understand how to gain access or leverage the power and momentum, **Grace Fu Palma**, CEO of China Med Device, 20 year medtech veteran between Sino-U.S. market, will provide an overview of the dynamics of China's healthcare market, the needs and opportunities, and the commercialization process (CFDA, distribution, etc.). She will also discuss what to expect from the Chinese government's 2020 Healthcare initiatives.

The high growth potential for accessing the Chinese medtech market can be constrained by risks and challenges. **John Iwanicki** and



Pei Wu will examine the status and trends of the intellectual property protection in China and discuss practical approaches for U.S. companies to create strategies to protect their intellectual property rights.

Our presenters will share tips and pitfalls on new product development, R&D investment, and acquisition decisions for the Emerging Markets.

They will bring into focus the key operational insights in working with local manufacturing companies in China after the acquisition and share years of experience in setting up and running medical device operations in China.

Upcoming Events

Networking Event
Wed, April 13 5:30 – 8:30 PM
How to Effectively Network in the 21st Century
(Constant Contact)

Forum
Wed, May 4 5:30 – 8:30 PM
Keeping Informed – Working Together
A perspective from FDA's WEAC Laboratory
(Constant Contact)

Presenters



John P. Iwanicki, Esq

Patent Attorney
Principal Shareholder, Banner & Witcoff, Ltd.

John is a registered patent attorney specializing in complex legal issues in procuring and enforcing intellectual property in the chemical, life sciences, and biotechnology industries. Recognizing that a patent can be both a sword and a shield, John has both enforced and defended allegations of patent infringement in federal court.

A conference organizer and presenter in China, John has lectured to Chinese scientists, business executives, representatives of SIPO and students in Beijing, Shenzhen, Suzhou, and Shanghai on issues of United States patent law practice and procedure. John resides in the Boston office of Banner & Witcoff, Ltd.



Gary Woolf

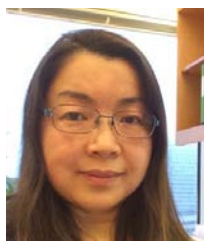
Founder and the Chief Executive Officer of Shiboomi LLC.

He has over 27 years of experience in leadership and entrepreneurial roles and has executed the Chief Executive position in enterprises in various industries including sports and entertainment, healthcare, medical devices, biotech, and consumer products.

Shiboomi is an international business development firm, which specializes in the creation and

execution of strategic growth opportunities for corporations and projects at their critical stages of development.

Seeing the vast demand in China for Western technologies in particular industries and the opportunities and resources that strong Chinese partners can provide to Western companies, Shiboomi developed a program specifically to bridge appropriate Western companies and novel technologies into the Chinese market.



Pei Wu, Ph.D, Esq

Patent Attorney, Banner & Witcoff, Ltd.

With nearly eight years of experience in patent practice, Dr. Pei Wu focuses her practice on patent prosecution and patent portfolio development in the fields of biotechnology, molecular diagnostics, medical devices and pharmaceuticals.

Prior to joining Banner & Witcoff, she had more than ten years of biological and translational research experience in academia. She has also written newsletter articles relating to U.S. and China IP law and practices. She is fluent in Mandarin Chinese.

Moderator



Grace Fu Palma

CEO, China Med Device, LLC

Grace, a seasoned medtech executive, specializes in helping U.S. medical device companies to commercialize and strategic funding to China. With 20 years of experience driving product strategy, business and channels partnership and development for both large multinationals and startup companies, she held a variety of marketing and sales management positions.

Capitalizing on a cross-cultural mindset and emerging market operational experiences acquired from growing up in China and managing local teams, she founded China Med Device, LLC (CMD) in 2011. CMD helps small to midsize medical devices companies with their market assessment, regulatory approval, management in marketing, distribution and funding partnership in China.

Co-Champions

Grace Fu Palma

CEO, China Med Device, LLC

Howard Lin, Ph.D.

Founder &
Principal Consultant
MedDev Scientific LLC

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from policy to practice



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MDG Boston

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Annual Sponsors



MDG Boston 2015-2016 Program Calendar

Forum Panels

(Location: Constant Contact Headquarters, Waltham, unless noted otherwise)

- Sept 16 Diabetes Today: Discipline, Devices & Development**
Co-Chairs: Dick O'Brien, Shweta Sharma, Aaron Cohen, Peter Madras
- Oct 21 3D Printing Is Changing Everything**
Co-Chairs: Bill McIlhargey, Peter Fuchs
- Nov 4 Med Tech Product Development: From Concept to Commercialization**
Co-Chairs: Paul Hartung, Keith Kowal
- Dec 2 Smartphone apps to engage healthcare at home**
Co-Chairs: Kevin Franck, Jeff Karg
- Feb 3 New Technologies for Unmet Medical Challenges**
Chair: Peter Madras, Geoff Moodie
- Mar 2 Nanotechnology in the Healthcare Industry**
Co-Chairs: John O'Gara, Jim O'Connor
- Apr 6 Med device start-ups and companies in China**
Co-Chairs: Grace Fu Palma, Howard Lin
- May 4 FDA's Winchester Engineering and Analytical Center (WEAC)**
Co-Chairs: Hank Allard, Rich Nadeau
- June 1 Surgical Navigation Systems for Image Guided Surgery**
Co-Chairs: Dan Healey, Peter Vandermeulen

Member News

MDG welcomes these new members:

Hillel Alpert	Tehila Nahum
Estefania Alvarez	Mitali Pradhan
Christopher Annand	Jan Pyro
Greg Beavan	Mack Rubley
Wynn Bowers	Alan Sakiqi
Jason Castillo	Clyde Shappee
Ingrid Centurion	Alexandra Sneider
Michael Cima	Stephen Sousa
Daniel Erdosy	Matina Tuladhar
Michelle Hadley	Jarret Wright
David Harding	Arthur Young
Philip Hershberg	Stephen Zale
Alon Landa	Wei Zhang
Micheala Levin	
Chhitiz Manandhar	

In addition, we welcome back those who have renewed their MDG membership:

Edward Barile	Rich Miller
Marie Cloutier	Peter Nalbandian
Aaron Cohen	Grace Fu Palma
Peter Colgan	Charles Sweet
David Gamache	
Hasson Harris Wilcher	
Richard Hart	
Hope Hopkins	
Lynn Kibblehouse	
Shankar Krishnan	
Dennis Leiner	

About MDG Boston

MDG is the professional association for career building, knowledge acquisition and mutual support for New England medical technology professionals.

MDG sponsors Forums, Networking, SIGs (Special Interest Groups), Workshops and Special Events where diverse industry leaders can share their experience and knowledge as presenters and through peer-to-peer communications.

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