

Inno-BootCamp

BRIDGING
INTERNATIONAL AND CHINESE
MEDICAL DEVICES MARKETS

JULY-AUGUST 2022
6 WEEKS

WHAT IS INNO.BOOTCAMP?

Inno.Bootcamp is a **6 week training program** for Life Sciences companies, where international startups get an opportunity to learn about **Medical Devices** market and regulations in China through interacting with Chinese experts and foreign professionals doing related business in China



ORGANIZERS

Inno.ECOS

中关村东升科技园

**Zhongguancun Dongsheng
International Science Park
International Incubator**

Zhongguancun Dongsheng Science Park is a center for cutting-edge technologies and innovations in China, focusing on new energy, hydrogen, life sciences, digital economy and robotics.

We are a unique ecosystem which gathers international entrepreneurs, mentors, experts and investors. Located in Zhongguancun area, our science park is committed to create a favorable environment for innovative research and provide all-round support for startups by providing them with all kinds of resources and services needed for their development



PROFILE OF STARTUPS JOINING INNO.BOOTCAMP:

- International startups
- Financing round from Angel to Pre-A
- Working in the field of Life Sciences, particularly with Medical Devices
- Strong interest in Chinese market and plans to develop business in China

BOOTCAMP CONTENT:

Two key fields:

1. Specific business topics (Chinese policy for international medical devices in China, regulations, tax issues, etc.)

2. Coaching on Chinese and Asian business culture

Duration: 6 weeks



- Entrepreneurship Training Program
- Roadshow
- Exhibition
- Customized market reports

EXAMPLE OF ONE TRAINING SESSION

Duration: 2 hours (Europe afternoon time, China evening time)

1st hour - Chinese expert

2nd hour - international expert/foreign entrepreneur/consultant living in China for many years and having extensive experience

Q&A Session

Topics:

1. Chinese Medical Devices Market
2. Regulations for international Medical Devices Companies
3. Clinical Trials in China and how to find proper partners
4. Marketing Strategy in China for Life Sciences/Medical Devices companies
5. Business culture in China
6. Roadshow

INNO.BOOTCAMP **BENEFITS:**

- Interaction with the **top players in Medical Devices** market in China
- The **first comprehensive program** covering everything related to Medical Devices for the companies interested in expanding to China
- **Direct entry** to Dongsheng Cup International Entrepreneurship Competition **Global Semi-Finals** (November–December 2022)
- **6 months free marketing promotion** at the main entrepreneurship events in Beijing
- Free **one on one** sessions with investors
- Bootcamp is **free** of cost

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Info. BootCamp

By Dongsheng

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