

医療器械創新週・蘇州一日中医工週

GDW
Global Device Week
医療器械創新週

時間: 2018年9月6-9日 **日本窓口:** 一般社団法人医工協会
場所: 蘇州金鷄湖博覧中心 **締切:** 7月13日(金) 若しくは予定数に達した時点
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Merchants Manual of Global Device Week (GDW)

Global Device Week (GDW)

September 6-9, 2018

Suzhou, Jiangsu Province, China

GDW
Global Device Week

医疗器械创新周

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About GDW

Highlights

- National Innovation Contest guided by Ministry of Science and Technology of China and World-renowned MEDICA Exhibition will be held simultaneously
- Bringing together innovation talents, projects, products and innovative service resources around the world
- Promoting international innovation collaboration to accelerate the achievement transformation of clinical medical device research and institutes
- Creating a macro-environment for medical device innovation to promote the continuous innovation and development of China's medical device industry

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1 Innovation Contest

**China Medical Device
Design & Startups
Competition 2018 (CMDDSC
2018)**

1

1 International Exhibition

**Medical Fair China 2018
(MFC 2018)**

3

keynote forums
10+ sub-forums

- **China Medical Device Summit Forum 2018 (Device China 2018)**
- **China Medical Innovation Forum 2018 (CMIF 2018)**
- **China Medical Device Transformation Medicine and Innovation Service Forum (TMIS 2018)**

GDW | China Medical Device Design & Startups Competition 2018 (CMDDSC)

➤ Competition Features:

1. Companies, investors and clinicians can publish outsourcing design requirements to collect solutions as competition items
2. R&D and designing personnel and clinicians are encouraged to establish teams to join in the competition
3. Practical and varied benefits are prepared for contestants

➤ Guided by: Department of S&T for Social Development China National Center for Biotechnology Development

➤ Hosted by: China Strategic Alliance of Medical Device Innovation

➤ Nature of the competition: Nationwide medical device design & startups competition (overseas projects are welcomed)

➤ Regional competition: 3 competition regions, i.e., North China, South China and East China are set (tentatively) (whether other competition regions would be added will be subject to the enrollment situation)

➤ Venue of Finals: Suzhou

➤ Time of Finals: September 6-8, 2018 (Tentatively)



Benefits of Participation

1. The winning projects will be recommended to participate in related national and local science and technology funding projects;
2. The priority of being acquired and funded by companies and investment institutions within the industry;
3. The outsourcing demands and achievements of the companies completing (or partially completing) the projects published on the official website of the Competition can be transferred directly to other companies;
4. Cooperation between some participating projects and demanding companies will be facilitated;
5. The opportunities of being supported by policies of science and technology parks and entrepreneur service institutions;
6. Main designers of award-winning projects will have the opportunity to learn in the innovative design courses given by leading European and North American medical device designers;
7. Award-winning projects and designers will attract attention within the industry so as to increase their own value.

For latest notices and news, please visit the official website of China Medical Device Design & Startups Competition 2018: www.cmdddsc.cn

Welcome all science and technology parks and related units to apply for hosting regional competitions and support CMDDSC!

GDW | Medical Fair China 2018 (MFC 2018)



- Time: September 6-9, 2018
- Location: Suzhou Jinji Lake International Expo Center
- Expected scale: 10,000-20,000 Sqm
- Visitors: 6,000-8,000
- Participants: Ongoing innovation projects, innovative service institutes, newly registered products, research institutes, medical and investment institutions, and upstream suppliers of materials and accessories
- Organizer: Messe Düsseldorf (Shanghai) Co., Ltd.
China Service Alliance of Medical Device Innovation
- Official Website: www.medicalfair.cn

Differences from Ordinary Finished Product Exhibition

We name the exhibition "Medical Device Innovative Exhibition" instead of "Innovative Medical Device Exhibition" with the purpose of distinguishing it from ordinary finished product exhibitions, as the latter was only a miniature version of finished product exhibition, but [Medical Fair China 2018 \(MFC\) GDW is not only an ordinary finished product exhibition, but an exhibition demonstrating various factors and links of the medical device innovation industrial chain in one pavilion.](#)

In addition to various innovative medical devices (with innovative points, or to be launched, or just launched), there are exhibitions of various innovative service institutions ranging from animal experiments design agencies, testing institutions, clinical trials, and OEM enterprises, displaying investment environment and policies of parks for implementing innovation projects, cooperation negotiation areas for transformation projects and technology platforms of scientific research institutes, universities and major hospitals, exhibition of upstream raw materials and components, etc. Therefore all participants can [experience the implementation of the ecosystem composed of production, university, research, hospitals, services and capital, and talk about cooperation, investment, transfer, and agent behavior](#)

GDW | China Medical Device Summit Forum 2018 (Device China 2018)

- Time: September 8-9, 2018
- Organizer: Suzhou Industrial Park BioBAY Development Co.,Ltd.
China Association for Medical Devices Industry
- Hosted by: Suzhou Medical Device Innovative Service Center
- Expected scale: 500-600 persons
- Official Website of Forum: www.devicechina.com.cn

(Notes: The forum has been successfully held for 7 times with the themes of domestic innovation policies, industrial development and investment hot spots.)

Forum Content



"Innovation and Investment Forum on Cardiovascular and Cerebrovascular Diseases and Neurosurgical Diseases",
"Development Forum on Orthopaedic Devices and New Clinical Technologies",
"Development Forum on In vitro Diagnostic and Gene Sequencing Industry",
"Medical Artificial Intelligence + Internet of Things Development Forum",
"Special Roadshow of Innovation Medical Device Projects", etc.

GDW | China Medical Innovation Forum 2018 (CMIF 2018)



- Time: September 6, 2018
- Organizer: Messe Düsseldorf (Shanghai) Co., Ltd.
China Service Alliance of Medical Device Innovation
- Co-organizer: Messe Düsseldorf GmbH
Administrative Committee of Suzhou Industrial Park
Suzhou Medical Device Innovative Service Center
Suzhou Association for Medical Devices Industry
- Hosted by: Suzhou Innomd Medical Innovative Service Co., Ltd.
- Expected scale: 400-600 persons
- Official Website of Forum: www.medicalfair.cn

Notes:

This forum has been successfully held in 2016 and 2017 with the themes of trends of international medical device innovation, regulatory supervision as well as market and technology exchanges.

GDW | China Medical Device Transformation Medicine and Innovation Service Forum (TMIS2018)

- Time: September 6-7, 2018 (tentatively)
- Organizer: China Strategic Alliance of Medical Device Innovation
- Co-organizer: Chinese Hospital Association
China Association for Medical Devices Industry
- Expected scale: >2000 persons

(Notes: This forum is held for the first time as a feature of this innovation week. Its hosting right is open to various innovative service institutions and exhibitors. Welcome to negotiate and cooperate with us.)

Contents of Sub-forums



1. Seminar on Difficulties in Clinical Experiment Design and Medical Statistics Analysis
2. Medical Artificial Intelligence Summit Forum
3. Seminar on Vascular Surgery Innovation R&D and Clinical Needs
4. International Medical Device Regulation Forum
5. Seminar on Development of Medical Device Industry Park and Construction of Incubators
6. International Seminar on Serviceability and Human Factors Engineering of Medical Devices
7. Cosmetic Medicine Innovation Forum
8. Seminar on Hospital Achievement Transformation Policies and Project Matchmaking Session
9. Conference on Introducing Advantageous Technologies of and Cooperation with Well-known Institutes at Home and Abroad
10. Minimally Invasive Surgical Device Innovation Seminar
11. Mobile Healthcare 5G Technology Innovation and Application Summit Forum
12. New Orthopedic Materials and Medical Device Innovation Seminar
13. Roadshow of Medical Device Innovation Projects and Promotion of Innovative Products

Scale of GDW

GDW has been invited to the leaders of the current CPPCC and the Ministry of science and technology.

10,000-20,000 Sqm	10-20	30-50
Venues of Exhibition and Conferences	Academician speakers	Overseas guests
40+	400+	30+
Project Roadshows	Manufacturing Enterprises	Innovative Service Institutions
2000+	1000+	1000+
Forum Participants	Investment Institutions	Hospital Heads and Clinical Experts
1000+	1000+	
Persons from Local and Global Dealers	Persons from Universities and Research Institutes	



The total scale of exhibition and forum will reach **8,000-10,000 persons**

Benefits of GDW

Manufacturing enterprises

Connect with upstream material suppliers and various innovative companies involving financing, design, and registration; get in touch with outstanding early-stage innovation projects and R&D achievements of clinical experts at home and abroad; and get to know many domestic and foreign channel distributors and hospital

Dealers

Negotiate about agency business of quality innovative products from the globe, and connect with investment innovation projects or start business with clinical experts to transform into production companies to address the two-vote system crisis.

Research institutes, hospitals and clinical experts

Showcase and transform ongoing projects and innovation achievements, connect with social capital, innovative service institutions and production and sales companies to implement projects as soon as possible, and promote strengths in scientific and technological research and collect cooperative R&D projects.

Science and technology parks as well as innovative service and investment institutions

Connect with ongoing research projects of innovative companies, clinical experts, scientific research institutes and hospitals for early service, early investment, professional incubation and joint growth.

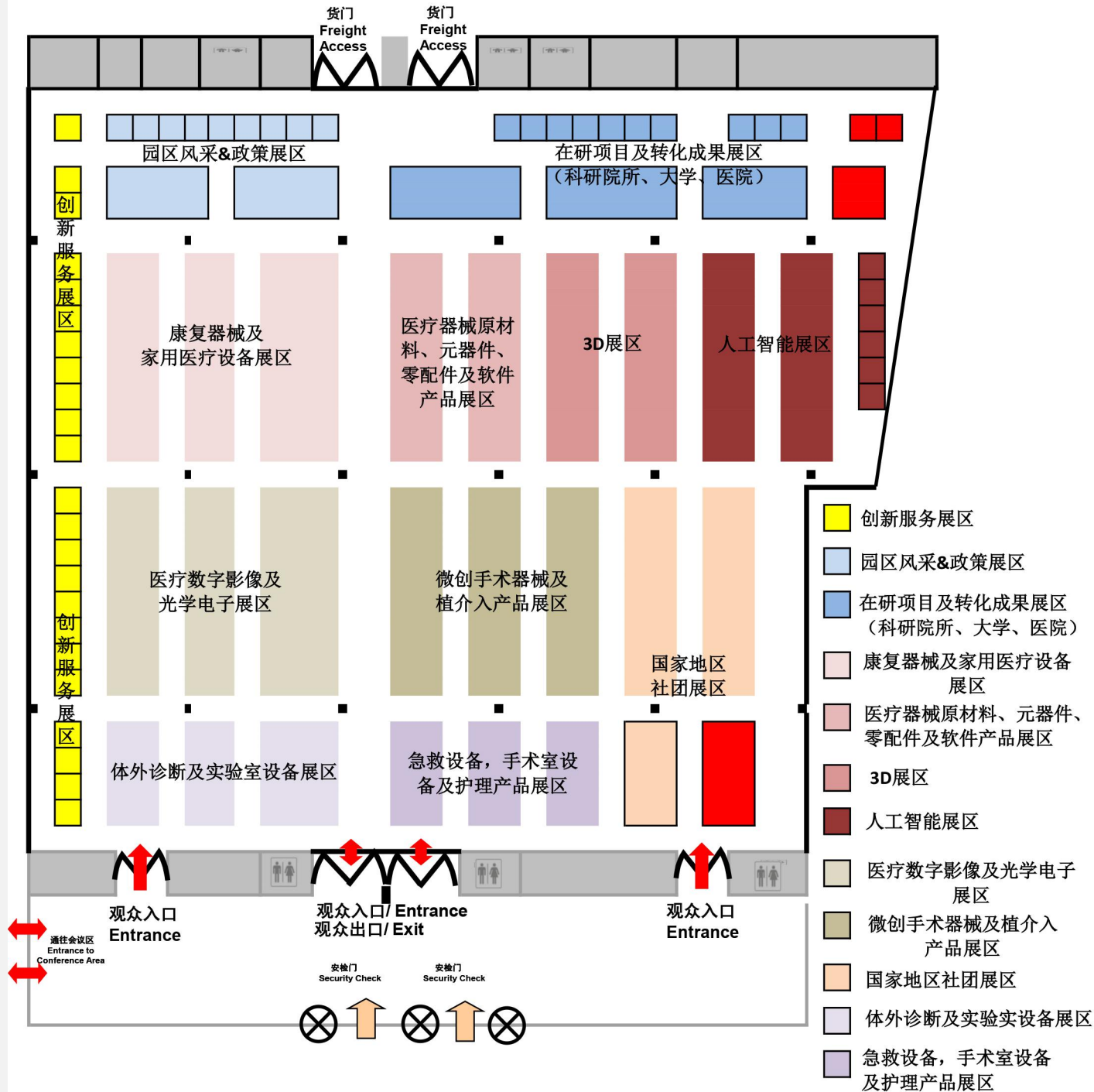
Suppliers of materials and accessories

Make promotions on the advanced innovation service platform in China, connect with many innovative companies to acquire customers, and participate in ongoing research projects in early stage to integrate products and services into production system and registration unit for more business opportunities.

We welcome production enterprises, distribution companies, innovative service institutions, investment companies, scientific research institutes, medical units, clinical experts, industrial parks, associations, training institutions, as well as R&D and design personnel to participate in the exhibition, technical exchanges or co-host seminars jointly!

2

Booth Leasing



Raw Space

1,800 yuan/Sqm (at least 18 Sqm, and increased by 9 Sqm)

- Special exhibition (raw space) booths will be set up by the exhibitors with construction management cost and electricity charges borne by themselves. They will also handle the relevant procedures for entering the venue by themselves while the organizer will assist in contacting with the relevant personnel of the pavilion.

Standard booth

2,100 yuan/Sqm (at least 9 Sqm, and increased by 9 Sqm)

- The standard booth must be set up by the organizer and the pavilion. A standard booth comprises exhibition walls, 3 chairs, 1 information desk, 3 spotlights, grounded sockets, wastebaskets, 1 display stand

3

Sponsorship Program

Diamond Sponsor: RMB150,000

1. Host and name a whole-day sub-forum (6-8 hours) with about 150 persons present
2. Make a speech on the main forum + take part in the round table discussion of the main forum
3. Exclusive VIP negotiation space
4. Opportunity for media publicity on the official website of this forum and www.innomd.org before and after the conference
5. LOGO exposure of the sponsors on the background boards of the main venue, and sign-in desk
6. Establish exclusive background board for the enterprise in the main forum venue (the largest one)
7. One 3*3 Sqm standard booth in the exhibition area (for 3 days) (larger raw space can be negotiated if needed)
8. Materials about enterprise will be included in the information pack of the conference
9. Single-side full-page interstitial ads on the inside front cover of the conference journal (a total of 11 sides, of which the 1st side will be given to the Diamond sponsor)
10. Right for 15 one-on-one appointments with performers of all roadshows of the forums
11. 30 forum passes

Platinum Sponsor: RMB120,000

1. Host and name a half-day sub-forum (3-4 hours) with about 150 persons present
2. Make a speech on the main forum or take part in the round table discussion of the main forum
3. Shared VIP negotiation space
4. Opportunity for media publicity on the official website of this forum or www.innomd.org before and after the conference (choose one)
5. LOGO exposure of the sponsors on the background boards of the main venue, and sign-in desk
6. Establish exclusive background board for the enterprise in the main forum venue (larger one)
7. One 3*3 Sqm standard booth in the exhibition area (for 3 days) (larger raw space can be negotiated if needed)
8. Materials about enterprise will be included in the information pack of the conference
9. Single-side full-page interstitial ads on the back cover of the conference journal
10. Right for 10 one-on-one appointments with performers of roadshows of sponsored forums
11. 25 forum passes

Gold Sponsor: RMB100,000

1. Take part in the round table discussion of the main forum + make a speech on a sub-forum
2. 1 opportunity for media publicity on the official website of this forum and www.innomd.org before the conference
3. LOGO exposure of the sponsors on the background boards of the main venue, and sign-in desk
4. One 3*3 Sqm standard booth in the exhibition area (for 3 days) (larger raw space can be negotiated if needed)
5. Materials about enterprise will be included in the information pack of the conference
6. Single-side full-page interstitial ads on the centerfold of the conference journal
7. Right for 5 one-on-one appointments with performers of roadshows of sponsored forums
8. 20 forum passes

Silver Sponsor: RMB70,000

1. Take part in the round table discussion of the main forum or make a speech on a sub-forum (choose one)
2. 1 opportunity for media publicity on the official website of this forum or www.innomd.org before the conference (choose one)
3. LOGO exposure of the sponsors on the background boards of the main venue, and sign-in desk
4. One 3*3 Sqm standard booth in the exhibition area (for 3 days) (larger raw space can be negotiated if needed)
5. Materials about enterprise will be included in the information pack of the conference
6. Single-side full-page interstitial ads on the centerfold of the conference journal
7. 15 forum passes

VIP Guest Sponsorship for Lunch and Dinner: RMB 50,000

Benefits:

1. Make a speech + play publicity video in the VIP dining area
2. 1 opportunity for media publicity on the official website of this forum or www.innomd.org before the conference (choose one)
3. Arrangement of exclusive enterprise background board in the VIP dining area
4. One 3*3 Sqm standard booth in the exhibition area (for 3 days)
5. Materials about enterprise will be included in the information pack of the conference
6. 10 forum passes
7. Single-side full-page interstitial ads on the centerfold of the conference journal

Guest Nameplate Sponsorship: RMB 20,000

Benefits:

1. The nameplates of all the guest speaker will bear the LOGO's and names of sponsors
2. Single-side full-page interstitial ads on the centerfold of the conference journal
3. A 3*3 Sqm booth in the exhibition area (for 3 days)
4. 8 forum passes

Note: A guest nameplate sponsorship chance is available for each of the three keynote forums, first come first served

Tea Break Sponsorship: RMB 30,000

Benefits:

1. Exclusive roll-up banner display of enterprise + video play in any one of the tea break areas of the forum
2. Single-side full-page interstitial ads on the centerfold of the conference journal
3. One 3*3 Sqm standard booth in the exhibition area (for 3 days)
4. 10 forum passes

Conference Journal Sponsorship: RMB 15,000

Benefits:

1. LOGOs and names of sponsors are arranged on the cover of the conference journal (only for the first 5 sponsors making payment)
2. Single-side full-page ads on the inside front cover (11 sides in total, with Diamond sponsor on the first side, followed by 10 sides) or inside back cover (1/7 sides) of the conference journal
3. 5 forum passes

Special Sponsorship Package for Innovation Service Enterprise Participating in CMIF or TM&IS Sub-forum

A. Basic Package: RMB 22,000

This special package is only applicable to innovation service companies participating in the TM&IS sub-forum, such as CRO, design companies, OEM platforms, animal experiment centers, park managers, incubators, investment institutions, and upstream raw materials and production process equipment suppliers. The benefits include:

1. Opportunity to make a 15 minute speech on the TM&IS sub-forum (First come first served)
2. One 3*3 Sqm standard booth in the exhibition area (for 3 days)
3. 8 forum passes

B. Upgraded Package: RMB 39,000

This special package is only applicable to innovative service companies participating in TM&IS sub-forum. The benefits include:

1. Opportunity to make a 30 minute speech on the TM&IS sub-forum (First come first served)
2. One 3*3 Sqm standard booth in the exhibition area (for 3 days)
3. 10 forum passes

C. CMIF Main Forum Package: RMB 40,000 (booth price in the exhibition area is charged separately)

This special package is only applicable to innovative service companies participating in the CMIF main forum (must be companies with international influence, and senior overseas experts are preferred). The benefits include:

1. Opportunity to make a 30 minute speech on the CMIF main forum (First come first served)
2. 20 forum passes

Other sponsorship forms:

badge, sling, LOGO pens in the registration package, notebook, information pack, souvenirs for guest speakers or dinner, advertisements inside, outside and around the conference venues and the exhibition halls, which can all be negotiated with the organizing committee of the conference

Notes about Sponsorship:

1. Regarding the naming and hosting of the sub-forums, the conference team will provide the conference venue, the overall publicity as well as the items listed in the Benefits, while other costs will be borne by the sponsors, who are also responsible for organizing and planning, inviting guests, on-site construction, and audience recruitment.
2. The sizes of exclusive enterprise background boards are stipulated by the conference team. The sponsors shall provide design drafts, and the background boards will be produced by the conference team.
3. The sponsors shall submit LOGO vector and data to the conference team in time according to the required time limit. If not, it will be deemed as automatic waiver of the rights and interests.
4. Please sign up for the free forum pass at least 2 weeks before the conference, or it will automatically expire.
5. Same benefit will be preferentially selected by the Diamond, Platinum, Gold and Silver sponsors sequentially.
6. The size of the conference journal is stipulated by the conference team, while the design will be made and submitted by the sponsor to the conference team in time. The circulation is expected to be about 8,000-10,000 copies

4

Ticket Plan

Content of Pass	Price of Pass	Early Bird Price (as of July 20)
<ul style="list-style-type: none"> ➤ Registration Information Pack ➤ Ticket for China Medical Innovation Forum 2018 (CMIF 2018) ➤ Ticket for China Medical Device Transformation Medicine and Innovation Service Forum ➤ Ticket for the 8th China Medical Device Summit Forum (DC2018) <p>(*Meals are excluded in the tickets for all conferences and forums)</p>	<p>1,690 yuan/person</p>	<p>990 yuan/person</p>

Note: Exhibitors can obtain limited number of free passes for forums based on the exhibiting area. Other parks, leagues, associations can apply to the Organizing Committee for a limited number of free passes for the forum.

<p>Tickets for DC2018 Social Gala Dinner (on the evening of September 8)</p>	<p>400 yuan/person</p>	<p>Note: You will meet with key guest speakers, industry opinion leaders, well-known investors, and executives of innovative corporates at the Gala.</p>
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5

Q&A about Participation

There are already many large and medium exhibitions in China. What is the difference between this exhibition and others?

The biggest difference between this exhibition and other exhibitions in China is that most of other medical device exhibitions in China are mainly for finished products that have been on the market for many years, while this exhibition focuses on innovative products and innovative service institutions. Similar to exhibitions in innovation-driven countries such as Israel, the exhibitors are under-research innovation projects, innovative service institutions, newly registered products (registered after January 2017), research institutes, medical and investment institutions, and upstream material and accessories suppliers, which make it the most direct exchange and connection platform for innovative products with manufacturers, sales companies as well as innovative service and investment institutions.

We name the exhibition "Medical Device Innovative Exhibition" instead of "Innovative Medical Device Exhibition" with the purpose of distinguishing it from ordinary finished product exhibitions, as the latter was only a miniature version of finished product exhibition, while the former is not an ordinary finished product exhibition but an exhibition demonstrating various factors and links of the medical device innovation industrial chain in one pavilion. In addition to various innovative medical devices (with innovative points, or to be launched, or just launched), there are exhibitions of various innovative service institutions ranging from animal experiments design agencies, testing institutions, clinical trials, and OEM enterprises, displaying investment environment and policies of parks for implementing innovation projects, cooperation negotiation areas for transformation projects and technology platforms of scientific research institutes, universities and major hospitals, exhibition of upstream raw materials and components, etc. Therefore all participants can experience the implementation of the ecosystem composed of production, university, research, hospitals, services and capital, and talk about cooperation, investment, transfer, and agent behavior. Over 20 forums we carefully planned will have big names from the globe and a lot of valuable contents. Therefore, companies shall not only send the marketing and sales departments to the exhibition, but also send persons from the departments of R&D, technology, legal service, registration, investment and BD for learning and discussing about cooperation opportunities. In current era, acting blindly is inadvisable, while learning and cooperation is a must. The GDW and the Design & Startups Competition of the Ministry of Science and Technology are the best way for innovation teams or startup companies to increase the value of their own brands if winning awards, and also a good chance to learn from others' strengths. In addition to the competition projects, there are two roadshows of project and outstanding projects selected by the judging panel. Based on our past experience, the GDW will attract hundreds of investors and thousands of domestic distributors targeting at innovative products. All of the above are the highlights of this exhibition.

What are the different characteristics of the GDW from other traditional forums and conferences?

GDW focuses on "innovation" and features the convergence of all innovative elements for creating a whole-chain connection platform for medical device innovation.

What conditions are required to meet if a company want to deliver a speech on CMIF 2018?

CMIF 2018 is positioned as an international medical device innovation forum, so the enterprises delivering speeches shall be internationally recognized. For domestic enterprises, they need to be representative in their own professional fields, with products or services supporting the global market. Large enterprises are welcomed to actively apply and will be notified once approved by the organizer. First come, first serve.

Could a manufacturer producing traditional products participate the forum?

Manufacturers producing traditional products can also exhibit their under-research projects or innovative products. In addition, they can also improve company awareness as well as engage in new under-research projects, upstream materials and accessories by participating the exhibition in other forms such as sponsoring the forum.

Is it an official or civil event? Is it sponsored by any government?

The China Medical Device Design and Startups Competitions (CMDDSC) 2018 in this event is a nationwide design and startup competition within the medical device industry initiated and approved by the Department of S&T for Social Development under the Ministry of Science and Technology and hosted by China Strategic Alliance of Medical Device Innovation. The competition is instructed by the Ministry of Science and Technology, and hosted by China Strategic Alliance of Medical Device Innovation, which is initiated and approved by the Ministry of Science and Technology.

Suzhou Industrial Park, one of the organizers of China Medical Device Summit (Device China 2018), is also a state-owned governmental entity.



GDW
Global Device Week

医疗器械创新周

诚邀您参加

Invite you to join us

September 6-9, 2018, Suzhou

Details are subject to follow-up notices