

**The 9th GUANGZHOU ANNUAL  
INVESTMENT CONFERENCE 2023**

# **FRANKFURT SESSION**

*Why your company needs a  
Greater Bay Area Strategy.*



**AIRPORT CLUB**  
FRANKFURT

**17.03.2023**

**10:00AM - 1:00PM**

**FRANKFURT AIRPORT CLUB**

Dorian Lounge, Airport Club Frankfurt, Frankfurt Airport Centre I  
Hugo-Eckener-Ring 60549 Frankfurt am Main

*Join us offline at Frankfurt Airport Club.  
Register at*

**fidan.huseynli@huangpu-europe.com**



*Scan QR code  
to register for  
online session*

## The 9th GUANGZHOU ANNUAL INVESTMENT CONFERENCE 2023

9:30-10:30	Registration & Networking
10:30-10:35	Welcome and Opening Address (Moderation: Bernhard Weber, Vice-Chairman, China Network Baden-Württemberg e.v.)
10:35-10:40	Greetings from Greater Bay Area (Kevin Hong, Head of Guangzhou Municipal Commerce Bureau)
10:40-10:55	"Greater Bay Area: where the future happens now" - by <b>Stefan Sack</b> , former EUCCC VicePresident
10:55-11:10	"Learning from Astra Zeneca, Beigene, Kingmed & Co. - how MNCs build a R&D + Manufacturing two-pillar-GBA-strategy" - by <b>Daniel Frerichs</b> , Director Europe, Huangpu District
11:10-11:25	"BioSyngen GBA Accelerator - a state-of-the-art market access platform for biologics and therapeutics into the biggest and fastest developing market globally" - by <b>Isaac Chow</b> , Chief Business Officer, Biosyngen, Country Manager Singapore
11:25-11:40	"Missing out global digital trends? Why and how international Hidden Champions and MNCs establish Digital Innovation Hubs, R&D Center, and Co-Innovation Projects in GBA" - by <b>Joachim Arnold</b> , Deputy CEO OCO Global
11:40-12:00	Discussion round
12:00	Closing remarks & Lunch

### Your benefits:

- Book your free **1-on-1** business consultancy session with Huangpu Invest Team
- Meet sought-after industry experts from the Greater Bay Area face-to-face
- Get latest, first hand updates and strategic insights on Greater Bay Area



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### **Bernhard Weber**

Vice Chairman, China Network Baden-Württemberg e. v.

Bernhard Weber is an experienced business and governmental relations professional who has 12+ years professional experience establishing several subsidiaries of German companies in China.



### **Dr. Daniel Frerichs**

Director, Huangpu District office in Europe

Dr. Daniel Frerichs has more than 15 years of professional experience internationally. After working for his own strategy consultancy, he relocated to China and joined the management board of the Austrian hidden champion Julius Blum in Shanghai where he led organizational and business development projects in all major business units.



### **Dr. Joachim Arnold**

Deputy CEO, OCO Global

Dr. Joachim Arnold has more than 15 years experience in the field of Foreign Direct Investment (FDI) and International Trade providing strategic advisory, research and business development services to economic development organizations as well as to private companies expanding to new markets.



### **Stefan Sack**

former EUCCC VicePresident, CEO, SinEuSyn Ltd.

Stefan Sack has more than 16 years of executive management experience working for European multinationals in China. From 2013 to 2016 he served as national Vice President of the Chamber and Chairman of the Shanghai Chapter of the EUCCC, where he was a board member from 2009 to 2016.



### **Isaac Chow**

Chief Business Officer, Biosyngen, Country Manager Singapore

Isaac Chow has 24 years of experience in Healthcare and Biomedical industry in Singapore and China. Earlier in his career, Isaac was in Philips Healthcare where he led Business and Operations functions covering Asia Pacific markets. During his time in Philips Healthcare, Isaac was a member of regional & global management teams residing in Hong Kong (2004-2007) and the Netherlands (2008-2011) respectively.



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Located at the heart of Greater Bay Area (GBA) Huangpu, Guangzhou Development District is one of the TOP 3 high tech and future economy development zones in China. More than 60,000 companies (~20,000 foreign invested companies), including 200 Fortune 500 companies successfully operate in Huangpu - generating a total tax revenue of more than USD 20 Billion.

Huangpu's attractive future technologies' environment is rooted into the district's strong industrial infrastructure (incl. the world's 5th biggest port) and innovation backbone (incl. two Chinese Academies of Science). The healthcare cluster in Huangpu alone comprises more than 1,000 research and manufacturing companies and recorded an industrial output of more than USD 16 billion in 2021.

Global biomedicine players such as Lonza, Bayer, Zeiss, AstraZeneca, Cytiva, BeiGene, Innocare, Danaher or Akeso, as well as leading SMEs such as IKA, Artoss or Richardson Biotech have successfully settled down in the District and are contributing to the development of a special mix of production, research, and innovation ecosystem in Huangpu's Healthcare Cluster.



### Contact:

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