

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

FRANKFURT SESSION

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



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*

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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 IHK Pfalz
10:55-11:10	"Learning from Astra Zeneca, Beigene, Kingmed & Co. - how MNCs build a R&D + Manufacturing two-pillar-GBA-strategy" - by Daniel Frerichs , 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 Isaac Chow , 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 Joachim Arnold , 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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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:

Fidan Huseynli

Senior Marketing & Stakeholder Manager,
Huangpu District in Europe
Email: fidan.huseynli@huangpu-europe.com
Mobile: +4917645855595
WeChat: fidanHus82

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