






Invitation to events 16th – 20th May 2022

Week of Dutch Life Sciences & Health and Elderly Care Sector in China

On the Occasion of the Netherlands and China Celebrating

50 years of Diplomatic Relations at Ambassadorial Level

May 2022			
Date	Program	Invited Dutch companies/organizations	Fee for participation
16 th - 18 th	Dutch Pavilion at the China International Senior Services Expo (CISSE)  National Convention Center, Beijing	Elderly care and the relevant fields, including training, architecture, special food, relevant devices & equipments, and other business related to elderly care or senior population.	Physical participation: CNY 1800 (Approx. € 250) to the Expo organizer Pre-recorded video participation: no fee
17 th	Seminar & Reception Dinner on the Regional Development in the field of Life Sciences & Health and Elderly Care sector in China  Netherlands Embassy, Beijing	In the field of life sciences & health and elderly care sector	Physical participation: Pre-recorded video participation: On-line participation: No fee
19 th - 20 th	Fact finding program in Jinan, Shandong province- In the field of Life Sciences, Health and Elderly care sector  Jinan, Shandong province	In the field of life sciences & health, and elderly care sector	No fee

Dutch Pavilion at the [China International Senior Services Expo \(CISSE\)](#)

- **Date/Venue:** 16th-18th May 2022 / National Convention Center, Beijing
- **Opportunities:**
 - ✓ Presence at the Dutch pavilion (36sqm) with country image
 - ✓ Speech at parallel forums during the Expo
 - ✓ Presentation at the Promotion Event for International Brands during the Expo
 - ✓ Promotion on social media by the Expo organizer
 - ✓ For companies who cannot participate physically: Video screening at the expo
- **Participants:**
 - Physical participation:**
Dutch companies and organizations in the field of elderly care, and relevant fields, including for example training, architecture, special food, relevant equipment's, and other business related to elderly care or senior population
 - Pre-recorded video participation:**
For Dutch companies who cannot join in the Dutch pavilion physically, pre-recorded video presence is welcome. The video will be screened at the Dutch pavilion.
- **Fee:**
 - Physical participation: CNY 1800 (Approx. €250), comprising a booth and participation in conferences, pitches and promotion opportunity. The fee will be paid to the Expo organizer directly.
 - Pre-recorded video participation: No fee applies.

✦ Seminar & Reception Dinner on the Regional Development in the field of Life Sciences & Health and Elderly Care sector in China

- **Time/Date:** 16:00-20:30 Tuesday 17th May 2022
- **Venue:** Embassy of the Kingdom of the Netherlands, Beijing
- **Opportunities:**
 - ✓ Presentation by Dutch company representatives
 - ✓ Learning the government policies and local opportunities -speeches by Chinese government official representatives from central & local government
 - ✓ Interaction & Networking dinner with Chinese government officials
 - ✓ Meeting with relevant Chinese business counterparts.
- **Participants:**
 - Physical Participation**
 - Netherlands:
Dutch companies/organizations in the field of life sciences, health and elderly care sector
Maximum 2 representatives from each company/organization.
 - China
Relevant government officials from central and local government. The invitation to Chinese government officials is supported by the International Cooperation Center of National Development and Reform Commission (NDRC), as well as other local partners of the LSH team at the Netherlands Embassy in Beijing.
 - Business representatives in relevant fields.
 - Pre-recorded Video and On-line participation**
Dutch companies who cannot join physically are welcome to participate with a pre-recorded video clip.
The info of online participation will be shared with registered participants in a later phase.
- **Fee:** no fee.

✦ Fact finding trip to Jinan, Shandong province -Life Sciences & Health and Elderly Care sector

- **Date/Location:** 19th-20th May 2022 / Jinan, Shandong province
- **Opportunities:**
 - ✓ Meeting with local government officials in Jinan, Shandong province
 - ✓ Matchmaking with local Chinese companies/counterparts
 - ✓ Field visits to local hospital, elderly care institution, or company, etc.
- **Participants**
Dutch companies/organizations in the field of life sciences & health and elderly care sector
Maximum 2 representatives from each company/organization.
- **Fee:**
No fee for participating in the group program including meetings, field visits, and reception. Participants need to bear their own travel and lodging cost.

Registration

If you are a relevant Dutch company who would like to participate in (one of) the events,

Please fill in the **intake inform**, and send it to pek-vws@minbuza.nl before **2nd April 2022**.

Please note: There are limited seats for participating in each of above mention events. Selection based on business relevance may apply, when there are more registrations than the available number of seats.