

The Health and Aged Care Industry in China: A guide for Australian business

Australian Trade and Investment Commission



Australian Government

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INTRODUCTION



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WEBINAR AGENDA

- Welcome and Introduction by Anna Lin (5 mins)
Trade Commissioner / Commercial Consul, Guangzhou
Dr Chuyang Liu - China Adviser / International Operations Group
 - Key insights from Austrade's newly released 'The Health and Aged Care Industry in China: a guide for Australian business' (25 min)
 - Overview of Austrade's 2016-2017 China Health and Aged Care initiatives and events designed to further support Australian firms to explore PRC collaboration and commercial opportunities (10 mins)
 - Q&A - Austrade (Anna and Chuyang) (20 mins)
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INSIGHTS FROM

AUSTRADE'S NEWLY RELEASED
***THE HEALTH AND AGED CARE
INDUSTRY IN CHINA: A GUIDE FOR
AUSTRALIAN BUSINESS***



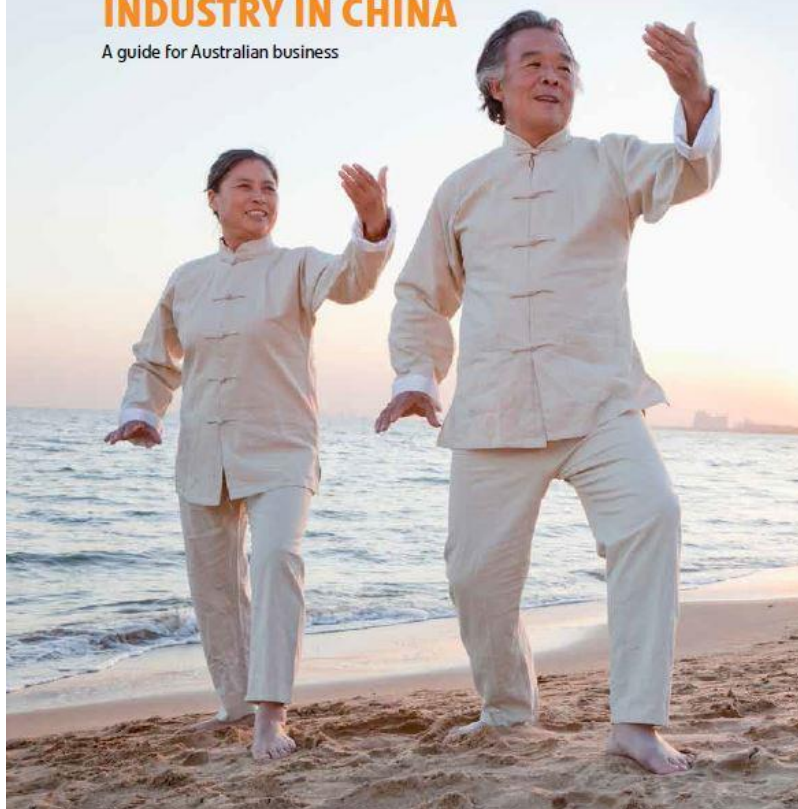
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THE HEALTH AND AGED CARE INDUSTRY IN CHINA: A GUIDE FOR AUSTRALIAN BUSINESS



THE HEALTH AND AGED CARE INDUSTRY IN CHINA

A guide for Australian business



Released by The Hon Steven Ciobo MP,
Minister for Trade, Tourism and Investment
on 15 September

Prepared by Austrade

Download link:

www.austrade.gov.au/health-and-aged-care-industry-in-china-report

A SNAPSHOT OF CHINA'S AGEING POPULATION



China's demand for health and aged care services is expected to grow significantly over the next decade, driven mainly by

- ✓ the needs of a rapidly growing population;
- ✓ an ageing demographic;
- ✓ new health challenges;
- ✓ and government policy reforms.

CHINA 2015 A SNAPSHOT

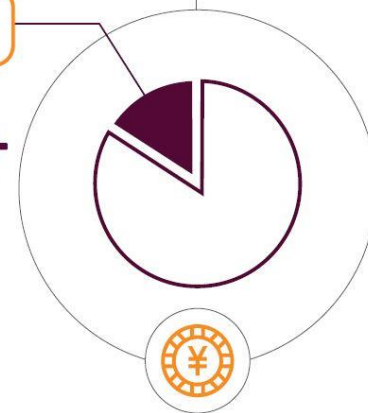


AVERAGE LIFE EXPECTANCY

76.3 YEARS

16.1%

AGED
60+
222m



NATIONAL REFORMS & SELECTED SECTORS WITH BUSINESS POTENTIALS

China health and aged care industry reform

- ✓ Healthy China 2020
- ✓ Integration of healthcare and aged care
- ✓ Speeding up aged care industry development
- ✓ The China-Australia Free Trade Agreement



Selected sectors with potential business opportunities

- Facility design and operation
- Workforce skills development, education and training
- Smart health
- Broad health

OPPORTUNITIES AND CHALLENGES

AGED CARE FACILITY DESIGN AND OPERATION

HIGH LEVEL OF INTEREST IN



**OPERATIONS
+ MANAGEMENT**



**HUMAN RESOURCE
DEVELOPMENT**



CONSULTING



**ARCHITECTURAL
DESIGN**

OPPORTUNITIES AND CHALLENGES

WORKFORCE SKILLS DEVELOPMENT, EDUCATION AND TRAINING SERVICES

**SIZE OF HEALTH
AND AGED CARE
SERVICES
WORKFORCE**



8.0m

HEALTH WORKERS



3.0m

REGISTERED DOCTORS
& PROFESSIONAL ASSISTANT
MEDICAL PRACTITIONERS



3.3m

REGISTERED NURSES

OPPORTUNITIES AND CHALLENGES

SMART HEALTH



40m

ELDERLY CATEGORISED
AS DISABLED OR SEMI-DISABLED



22.1%

OF TOTAL INTERNET USERS
USING E-HEALTH SERVICES



3,000+

HEALTH APPS WERE
RELEASED IN 2014-15

OPPORTUNITIES AND CHALLENGES

BROAD HEALTH

RANK	OVERALL TOP 10	CHINA TOP 10	NON-CHINESE INTERNATIONAL TOP 10
1	Swisse	By-health	Swisse
2	By-health	CPT	Herbalife
3	Herbalife	Xiuzheng	Amway
4	Amway	Simeitol	GNC
5	CPT	Guozhen	Puritan's Pride
6	GNC	Conba	MuscleTech
7	Xiuzheng	Wanmei	Blackmores
8	Puritan's Pride	Difney	MET-Rx
9	MuscleTech	Infinitus	Nature's Bounty
10	Blackmores	Yangshengtang	Usana

OTHER THINGS TO NOTE...

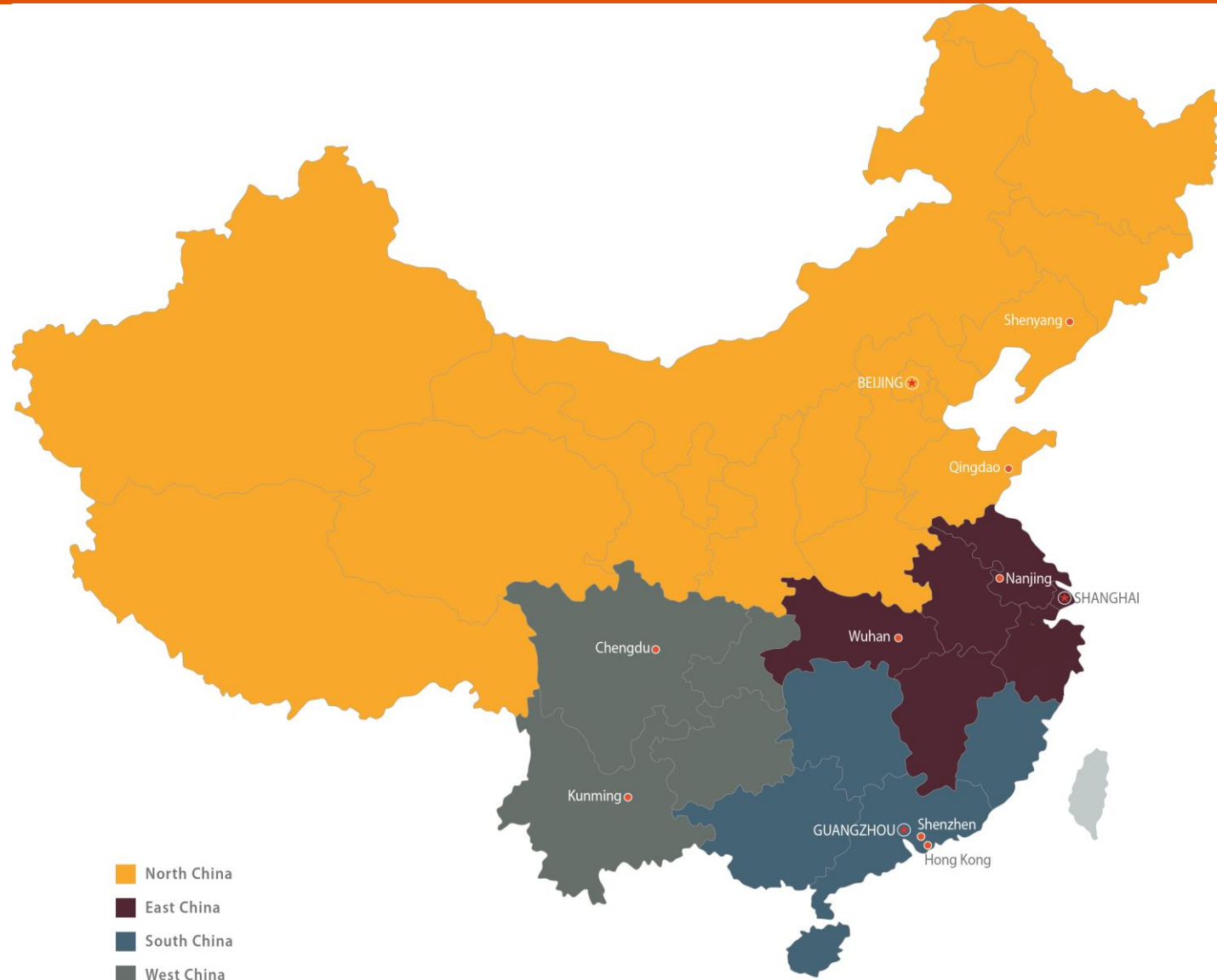
- Complex market with highly diversified potentials across a wide range of sectors.
- Different collaboration models have different merits.
- Financing channels for aged care projects.
- Location selection is critical for taking advantage of local government incentive.
- Learn about yourself and your rivals.
- Get to know to market!

OVERVIEW OF AUSTRADE'S 2016-2017 CHINA HEALTH AND AGED CARE INITIATIVES AND EVENTS



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AUSTRALIAN TRADE OFFICES IN CHINA



1. AGED CARE & HEALTHCARE FORUM AND EXPO 2016



Date: 10-13 November

Location: Guangzhou

Registration is OPEN till Sept 23

Mission Program (DRAFT)

11 Nov	Exhibiting at Australian National Pavilion in CISIE2016 2nd Australia-China International Aged Care Forum Business networking/matching at booth and forum Gala Dinner (TBC)
12 Nov	Exhibiting at Australian National Pavilion in CISIE2016 Sub-forum on Workforce Skill Development and Training Sub-forum on Broad Health (TBC) Business networking/matching at booth and forum
13 Nov	Exhibiting at Australian National Pavilion in CISIE2016 (morning) Site visits (Afternoon, TBC)

Who should attend?

Australian businesses in aged care and healthcare, including:

- ✓ Operation and management
- ✓ Training and education
- ✓ Architectural design
- ✓ Consulting services
- ✓ Broad health

2. AUSTRALIA AGED CARE TRAINING DEMONSTRATION CLASS ROADSHOW



- **Date: March 2017**
- **Locations (TBC): Beijing, Shanghai, Nanjing, Chengdu**
- **Non-credential training**
- **Target audience:**
 - › Chinese government officials
 - › Aged care facilities, hospitals and community healthcare center
 - › University and college
 - › Local aged care training organisations

- **Event agenda (TBC)**

- › Introduction on Australian capabilities, system and accreditation in aged care training
- › Demonstration class 1: (Basic) a lesson from Certificate III or IV
- › Demonstration class 2: (Specialized) a lesson on dementia care
- › Demonstration class 3: (for Senior Management people) a lesson on aged care facility management
- › Discussion: embed Australian training capabilities in China's aged care work force development
- › Business networking

3. SMART HEALTH MISSION TO CHINA 2017



Date: 15-18 May 2017

Location: Shanghai and Shenzhen (optional)

Key areas:

Pharmaceutical and API, Medical Device, Medical Consumable, Health ICT, Private Healthcare and Infrastructure, Clinical Trials and R&D, Training, Complementary Medicine, Professional Services and Investment, etc.

Key events (TBC):

- Austrade Smart Health Seminar and Site Visit in Shanghai or Shenzhen (Thursday, 18 May)
- Joint event with Chinese Non-government Medical Institutions Association (Monday, 15 May)
- Join and sharing Australian Pavilion @ China Medical Equipment Fair (15-18 May)
- Join and sharing Australian Pavilion @ PharmChina (15-18 May)
- Active Pharmaceutical Ingredient (API) China (15-18 May)

Q&A



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THANK YOU!

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