

2022 CALIFORNIA-CHINA VIRTUAL TRADE MISSION

MEDICAL DEVICES EXPORT OPPORTUNITY

As a California China Trade and Investment Network (CTIN) member, the City of Sacramento China Trade Office has teamed up with the California Governor's Office of Business and Economic Development (GO-Biz) and the U.S. Commercial Service to offer California businesses a virtual trade mission designed to link California exporters directly with buyers, potential partners, and distributors in the Chinese market through one-on-one online matchmaking meetings.

MARKET INSIGHTS & OPPORTUNITIES

As the world's second-largest healthcare market, China presents opportunities to U.S. exporters in many healthcare sub-sectors. The medical device market in China is expected to expand to USD38.4 billion by 2025. U.S. suppliers captured 28.5% of China's medical device imports in 2019, valued at USD5.46 billion with outstanding performance in diagnostic equipment and high-value consumables.

Key areas of opportunity:

- Medical diagnostics
- Imaging equipment
- Orthopedics and consumables
- Surgical equipment
- Therapeutic products

BENEFITS FOR QUALIFIED CALIFORNIA BUSINESSES

- Connect directly with up to three pre-assessed partners or buyers in China, catered to your company's objectives.
- Bilingual assistant to facilitate and translate one-on-one meetings.
- Informational session with legal experts from the US and China, offering market entry IP strategies.
- Free material translation, with up to five pages of a company's profile and product information included.

APPLICATION PROCESS & MISSION SCHEDULE

Registration and Vetting by March 18, 2022

Registration is open on a rolling basis, with applications being vetted and reviewed as they are received. California businesses are highly encouraged to register early, as space is limited and applications will be evaluated on a first-come, first-served basis. March 11 is the last day that applications will be accepted.

Business Profile Preparation by March 31, 2022

California business profiles will be evaluated by the City of Sacramento China Trade Office. The office will also work with each California business to gather company and product details, confirm matchmaking objectives, and help adapt their business marketing materials for the Chinese market, including translating up to five pages of business marketing material into Chinese.

Matchmaking Meetings Arranged between April and May 2022

The City of Sacramento China Trade office will target and vet Chinese businesses to match California businesses' objectives. They will then coordinate and facilitate the arrangement of one-on-one virtual meetings.

GO-Biz will support up to 5 California medical device businesses to participate in this mission.

COST: FREE for STEP-eligible California small businesses.

REGISTRATION DEADLINE: March 18, 2022

REGISTRATION LINK*:
californiaexport.org/register

*Please select "2022 Spring China Virtual Trade Mission" when registering.

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