



Markham

加拿大Canada
Markham万锦市

TMTA/Markham Business Mission to China: Report on Mission Outcomes

Presentation to Development Services Committee

June 2nd, 2009



April
2009

Presentation Outline

- Mission Objectives
- Mission Delegates and Agenda
- Mission Outcomes
- Delegate Feedback
- Highlights of Mission Program
- Next Steps



Mission Objectives

- Promote Markham (and NCMDD) as preferred investment location and facilitate strategic partnering opportunities
- Strengthen business awareness of Markham with Canadian and Chinese medical technology providers
- Strengthen business links with Markham's economic alliance partners in China
- Further identify opportunities to increase investment and trade
- Raise awareness about Markham's competitive advantages and investment opportunities



Marketing

Benefited from leveraging our 2008 award-winning marketing platform



加拿大Canada
Markham 万锦市

医疗及高科技企业首选投资地
The preferred investment location for
medical and related high technology companies

MARKHAM
Canada's HIGH-TECH capital

April 2009

MARKHAM 2009
Canada's HIGH-TECH capital

MARKHAM 2009
加拿大高科技之都

National Centre for Medical Device Development (NCMDD)

The National Centre for Medical Device Development focuses on the unique convergence of IT and medical technologies and is the latest example of Markham's leadership in knowledge-based business and industry. NCMDD's mission is to develop an internationally competitive cluster which will accelerate the commercialization of discoveries in medical devices and to provide advanced training to scientists and entrepreneurs. NCMDD will focus on:

- **Targeted Research:** convergent research involving researchers and technicians from York University, IBM, Sanofi Pasteur, and other universities, industries or hospitals
- **Collaborative R&D Projects:** designed and led by partners of NCMDD or other universities, industries or hospitals
- **Hotelling/Tenants:** a significant area reserved for rent by companies, research institutions, or government organizations on a short or long-term basis
- **Fabrication/Prototyping:** to develop device platforms, micro fabricate components, and assemble prototypes, use of clean rooms, labs and workshops
- **Clinical Trials:** Expertise in design, administration, analysis of results, and ethics consulting for clinical trials to be conducted in community hospitals
- **Commercialization:** expertise and support available to drive commercialization of all R&D activities; special focus on small businesses to accelerate company growth
- **Training and Outreach:** including industry and clinical training (in business and science mentoring and in the application of new medical technologies); and International Research (an international think-tank for leading researchers to explore collaboration)



国家医疗设备发展中心 (NCMDD)

全新成立的国家医疗设备发展中心是在万锦市全力策划下,以知识产权为基础,涵盖信息科技和医疗专业技术的综合机构。NCMDD的目标是要发展成为一个具国际竞争能力的组织,促进医疗器械的商贸发展,并为科学家和企业提供先进的培训课程。NCMDD将致力于:

- **目标性调研:** 汇聚约克大学、IBM、Sanofi Pasteur 和其他大学、业界或医院的研究和技术人员共同参与研究计划
- **合作研发项目:** 由NCMDD的合作夥伴或其他大学、业界人士或医院负责策划和领导
- **住宿/租务:** 由业内公司、研究院或政府机构提供地方,以短期或长期租用形式作研究用途
- **结构/器械制造:** 开发器械制造平台,微小零配件和器械组件装配,关注办公室、试验室和车间的卫生清洁
- **医疗试验:** 利用社区医院的设施,分别在设计领域、行政管理、测试报告分析和伦理咨询等项目进行有关的试验
- **商机:** 支持所有科研项目,开拓商机;特别注重协助小型企业的发展
- **培训和外展:** 业界医疗培训(包括商业和科研方面的指导及最新技术的应用);以及国际性调研(为研究人员提供国际智囊团,找寻共同合作的机会)



Mission Delegates and Agenda

Mission Delegates

- Christian Dubé, President Trillium Medical Technologies Association
- Ross Dubé , CardioMed
- Jamal Moustafa, CardioMed
- John Course, Cedarlane Labs
- Eddie Johnson, Cedarlane Labs
- Gary Hodgins, Pharmax
- Richard Marusyk, Vista Medical
- John Livey, Town of Markham
- Christina Kakaflikas, Town of Markham

Mission Agenda

April 13 -Depart for Hong Kong
April 14 - Arrive Hong Kong and de-brief
April 15 - Meetings with Consulate General, Hong Kong Science and Tech Park, Hong Kong Trade Development, and other business delegates
April 16 - Partnering seminar, meeting with Stockwell Day, Canada HK Chamber business luncheon,
Travel to Shenzhen
April 17 - One-on-one meetings
April 18-20 - Chinese Medical Equipment Fair
One-on-one meetings at Pavilion
April 20 – Meetings in Yangpu and Jiangmen
April 21 - Intra-mission debriefing
April 22 - Depart for Markham (Toronto)



Mission Outcomes- Summary

Attendance at Show

- Over 50,000 attendees at show
- 500 Markham brochures distributed (bilingual)
- 500 Markham DVDs distributed (in Mandarin)
- Markham DVD played on screen during the entire trade show
- TMTA delegates identified distribution and production partners and following up on leads

Summary

- Approximately 250 contacts made, follow up letters to 100
- Private sector expression of interest in locating in Markham
- Jiaotong University delegation in May
- Staff following up on potential R&D leads from trade show
- Inquiries about NCMDD partnership
- Cross-promotional initiatives underway with Yangpu, Canada Hong Kong Chamber of Commerce, Canadian Consulates, Canada China Business Council

Mission Outcomes

Yangpu

- Built on partnership with Yangpu – established in 2008, this was the third exchange between Yangpu and Markham - important follow-up connections made with government officials to ensure support for and continuity of activities including:
 - Business exchanges- Invitation to Yangpu high tech businesses to visit Markham
 - York Region District School Board to follow up on student, teacher, and educational executive exchanges between Markham and Yangpu
 - Explore possible medical exchanges with Markham Stouffville hospital

Mission Outcomes cont'd

Trade Show

- Rewarding for private sector partners with ultimate benefit to Markham
- Following are the results for business delegates:
 - **Pharmax** has signed a deal with a company in Hong Kong that will bottle its product for the Chinese market. Pharmax was also able to find a Chinese distributor and will be selling product into China for the first time. Pharmax will continue production in the Toronto area and selling into China will result in the creation of 100 new knowledge jobs in the GTA
 - “The China Mission was the culmination of four years work in developing both the Hong Kong and PRC markets. During, this visit we finalized a joint venture in Hong Kong where Pharmax will manage our Asian entry. Also, Pharmax signed a "Memorandum of Understanding". This was the final step after over a year of negotiations with a "potential" joint venture to manufacture under license in Guilin for the PRC market.” Gary Hodgins, President, Pharmax Limited

Mission Outcomes cont'd

Trade Show

- **Vista Medical** identified 5 qualified leads as potential distribution partners in China. Conducting due diligence and expects to sign deal by end of 2009. Production to remain in Canada.
- **Cedarlane** solidified its distribution partnership and developed long term distribution strategy for China. As a result, project current sales to triple as a result.

Mission Outcomes cont'd

Trade Show

- **Cardiomed** generated over 100 distributor leads from the trade show of which 10 leads have been qualified
- Product requires regulatory approval and product has been submitted to SFDA
- Approval process will take 3-9 months and estimated sales are \$1 million 2009

"With the Canadian healthcare market being as small as it is, expansion into other world markets is the only viable way for Canadian companies to afford the kind of research and development investments which will permit them to remain globally competitive. Coming as it did, after 4 other preparatory missions, TMTA's 2009 business and technology mission to China was particularly successful in that respect. It gave the participating companies an opportunity to grasp the importance and enormous potential of the Chinese market. It also allowed them to touch base on a one-to-one basis with many manufacturers and distributors which will likely prove to be crucial to their upcoming expansion into China."

Christian Dubé, President Trillium Medical Technologies Association

Highlights of Program

HONG KONG



Market Briefing Session with Canadian Consulate



Canada Hong Kong Chamber of Commerce
Business Luncheon



Business Partnering Event organized by Canadian
Consulate



Meeting with Hong Kong Science and Technology
Park (including new Biocentre)

Hong Kong

- Canadian Consulate Mission Briefing – Speakers included Consulate General of Canada, Healthcare-HK, IDS (HK) Ltd., Medical Device Control Office, Department of Health, and the Hong Kong Biotechnology Association
- Hong Kong Science and Technology Park Site Visit and Business Partnering Meeting
- Meeting with Hospital Authority
- Business Partnering Breakfast Session- one-on-one introductory meetings including: Goldlion Trading; GP Industries Marketing Ltd., Health and Lifestyle Broadcast Co., Medu-Scientific Ltd.
- Private Meeting with International Trade Minister Stockwell Day
- Canada Hong Kong Chamber of Commerce Business Networking Luncheon

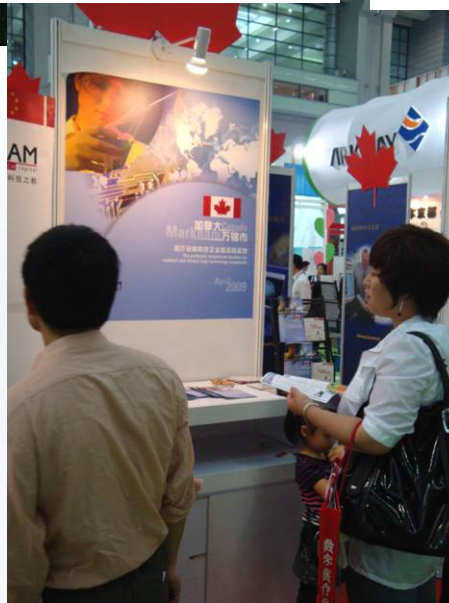
SHENZHEN



Courtesy Call and site visit
with Huawei Technologies



Meeting with IBM



Images of Trade Show

Shenzhen

- Site visit and Courtesy Call to Huawei
- Business Partnering Event organized by TMTA
- IBM Site Visit and Meeting
- China Medical Equipment Fair
- One-on-One business matching meetings

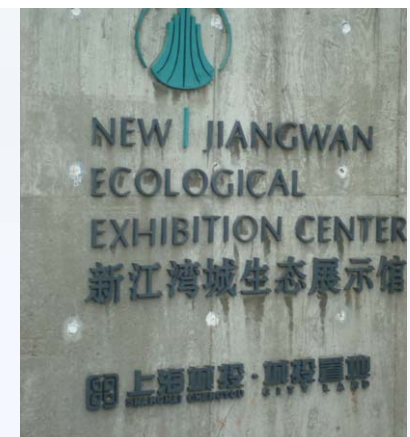
YANGPU (Shanghai)



Yangpu Chuangzhi High Tech Park



Yangpu Orientation and Planning Centre



Yangpu (Shanghai)

- Meeting with Yangpu District officials
- Zysteq North America Corp (Polar Bear)
- Yangpu Chuangzhi High Tech Park
- Jiaotong University
- Fudan University



JIANGMEN



Meeting with Jiangmen Director of Foreign Affairs Office



Jiangmen

- Meeting with Jiangmen City Officials- Foreign Affairs and International Trade Branch
- Meeting was a courtesy call to reciprocate visit to Markham in 2008 led by K.Y. Ho (Founder of ATI Technologies)

Next Steps

- Build on opportunities by working together with delegates on the following:
 - Follow-up on potential investment leads
 - Collaborate with TMTA in receiving inbound delegations
 - Meet with local partners including the International Division of the York Region District School Board, Markham Stouffville hospital, York University and industry associations to address business and development opportunities with Yangpu (Shanghai)
 - Incorporate market-specific information on our web site

