



THE UNIVERSITY OF  
**SYDNEY**

**China Studies  
Centre**

## 2015 Sydney China Business Forum

China's health revolution and opportunities  
across industries



The Sydney China Business Forum brings more than 250 Australian and Chinese industry and government leaders together each year to discuss key industry trends.

This year we will explore ways in which China's rapidly growing middle class is ramping up demand for a range of health care and aged care products and services, and how Australia is in the best position to respond.

Presented by the University of Sydney China Studies Centre, with the support of government agencies, industry associations and partners.

### When

**Monday 2 November**

Daytime forum: 9am-5.30pm

Evening networking drinks: 5.30-7pm

Gala dinner: 7-9.30pm

### Location

Four Seasons Hotel

199 George Street Sydney

### Tickets

Individual registrations and branded corporate tables available.

Early bird discount until 30 September.

### Register

To find out more and to register:

[sydney.edu.au/scbf](http://sydney.edu.au/scbf)

### Packages

### Early bird\*

### Standard

	Early bird*		Standard	
	Individual	Table (10 people)	Individual	Table (10 people)
Forum + Networking Drinks	\$225	\$2000	\$280	\$2500
Networking Drinks + Gala Dinner	\$175	\$1960	\$220	\$2200
Forum + Networking Drinks + Gala Dinner	\$385	\$3600	\$480	\$4500

\*Early Bird until 30 September.

Platinum Partner



Gold Partners



Silver Partner



The University of Sydney  
Confucius Institute  
悉尼大学孔子学院



## **SYDNEY CHINA BUSINESS FORUM 2015**

### **China's health revolution and opportunities across industries**

Hosted by the University of Sydney's China Studies Centre, the Sydney China Business Forum is an international leaders' forum that addresses strategic global business interaction between Australia and China. Held for the past four years, the Forum has become a leading event bringing together government, business and academic expertise to focus on business engagement in key sectors of importance to Australia and China.

The fifth Sydney China Business Forum will explore what the agreement means for Australian companies looking to work in China in the healthcare sector, how Australia's health industry and aged care experience is hugely relevant to China, and why this sector stands at the forefront of new engagement between our two countries.

This year's program features keynote speakers, including thought leaders from Australian and Chinese governments and businesses. The day forum will involve a series of keynote addresses, expert panels and 1-to-1 conversations to share experiences and opportunities.

#### **Media Coverage**

The previous forums received wide media coverage in both Australia and China. In 2014, news and publication outlets that reported on the event include Reuters, SBS, Business Spectator, The People's Daily, Xinhua News, China Daily, Shanghai Finance, China Central Network and Hong Kong Government News Network.

#### **Organiser Background**

This Forum is run by the University of Sydney's China Studies Centre with financial support of the City of Sydney.

Through the China Studies Centre, the University of Sydney embraces the enormous importance of China, as an economic, regional and geopolitical partner. It exists to co-ordinate work across the University relating to research on Greater China, serve as a resource of business, government and the community on knowledge about China, and support high-quality, innovative academic engagement with China.

Towards that goal, the Centre has taken a number of steps to assist the business community in its dealings with China. One is to hold the annual Sydney China Business Forum.

#### **Sydney China Business Forum details:**

- Date:** Monday 2 November, 2015
- Time:** 9am to 5.30pm (followed by a gala dinner from 7pm)
- Venue:** Four Seasons Hotel, Sydney
- Theme:** The theme of this year's forum will be *China's health revolution and opportunities across industries*. Four panels of industry leaders and experts will explore the following questions and issues:

**Panel One – Key trends in China’s health industry, the Free Trade Agreement and opportunities for Australian business**

- Current trends in China’s health industry, including recent and expected regulatory reform
- Australian-China trade and investment in light of the China-Australia Free Trade Agreement
- Key industry sector opportunities for Australian firms

**Panel Two – Digital Economy and Information Communication Technologies**

- Trends and opportunities in eHealth, teleHealth and mHealth in China
- Demand for hospital/medical central information systems

**Panel Three – Healthcare and nutrition**

- Trends in Chinese investment in healthcare products and industries
- Thirst for imported food and beverages
- Increase of ‘lifestyle’ disease and demand for health products and services  
Shifting medical service providers: GPs to large hospitals

**Panel Four - China’s aging challenges and opportunities for Australian firms**

- Overview and key trends: China’s ageing population
- China-Australia Free Trade Agreement provisions for aged care providers
- Considerations for Australian businesses for entering the market

**Forum Format:**

The one-day forum will feature:

- keynote sessions
- expert panels
- question-and-answer sessions

The forum will be followed by a gala dinner, which will provide a networking opportunity for participants.

**Forum Participants:**

The forum is expected to attract more than 300 leaders from both Australia and China.

The Chinese companies and organisations that have confirmed their participation are:

- Industrial and Commercial Bank of China (General Manager)– China’s and the world’s largest bank by assets. Since its establishment in Australia in 2008, the Bank has been working with Australia’s top four banks and the Macquarie Group to provide a range of services to the Australian market;
- Bank of Communications (General Manager) – China’s fifth largest bank. The Bank ranked No. 19 among the global top 1,000 banks in terms of Tier 1 Capital rated by The Banker in 2014, positioning among the top 20 of global banks and ranked No. 217 among the “Fortune 500 Companies”.

- YNBY P/L (Managing Director)– one of the largest Traditional Chinese Medicines manufacturers in China. YNBY has recently invested in Home Mart Pharmaceuticals, a complimentary medicines supplier based in Sydney.
- Shenzhen Municipal Government Representative Office in Australia (Chief Representative). Shenzhen is one of the largest cities in China. In May 2015, Shenzhen overtook Hong Kong as the most competitive and innovative city in China. According to data from Bloomberg, the GDP per capita recorded last year in the Nanshan district of Shenzhen was over AUD70,000, higher than the equivalents in Germany, Japan and Hong Kong.
- Tong Ren Tang (Executive Director), a Traditional Chinese Medicine (TCM) manufacturer founded in 1669, now the largest producer of TCM in China.
- Hong Kong Trade Development Council (Director), a statutory body to promote Hong Kong as a platform for doing business with China and Asia.

Austrade Beijing is working with the China Studies Centre to bring Chinese companies in the health sector to this forum.

#### Significance of the Forum:

- The 2015 Forum will offer an excellent opportunity for the Australian Government to reinforce the message that Australia is an ideal destination for foreign investment.
- The Forum will show that business between China and Australia economy is growing, and that not only are we **ready for business** with Chinese partners, but in many areas already successfully **doing business**. This is an important message of reassurance to convey to Chinese partners.
- The Forum will also provide an opportunity for Chinese participants, especially those that plan to invest or expand their investment in Australia, to meet Australian Federal and State Government representatives.
- The China Studies Centre will facilitate business meetings between Chinese companies and key Australian forum participants. This will assist Chinese businesses to identify business partners.
- The China Studies Centre is in the process of inviting other Chinese companies and organisations to the Forum as guests. These companies include:
  - The People's Bank of China, China's Central Bank;
  - Bank of China;
  - China Construction Bank;
  - Agricultural Bank of China;
  - China Council for the Promotion of International Trade