

邀请函

2016 年中英医疗技术路演

地点：深圳星河丽思卡尔顿酒店 3 楼星河厅

日期：2016 年 3 月 16 日（周三）

时间：08:30-12:00

了解英国医疗技术行业如何能助力
您的公司发展

日程表

时间	议程	演讲嘉宾
08:30 - 09:00	来宾登记	
09:00 - 09:05	欢迎辞	英国贸易投资总署
09:05 - 09:25	英国医疗设备行业简介	凯文·威尔逊
09:25 - 09:50	英国国民卫生服务体系采购方法	克里斯·斯雷特
09:50 - 10:15	技术转让 / 投资项目 I	英国兰卡斯特大学
10:15 - 10:30	休息	
10:30 - 10:55	医疗器械欧盟 CE 认证	英国标准协会
10:55 - 11:25	曼彻斯特地区医疗技术优势及商机	曼彻斯特医疗科学学术联盟
11:25 - 11:50	技术转让/投资项目 II	英国牛津大学科技创新公司



UK Trade
& Investment
英国贸易投资总署



英国驻广州总领事馆



China-Britain
Business Council
英中贸易协会

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演讲人简介：



凯文·威尔逊

英国贸易投资总署生命科学投资组织医疗技术行业专家

凯文是私营和公共医疗技术/医疗保健市场内的资深专业人员，30多年一直在从事销售、营销、业务发展工作，经验丰富。他曾经在强生（旗下爱惜康，英文 Ethicon）和舍伍德医疗（Sherwood Medical）等大型跨国公司以及新医疗技术（New Medical Technology）和 AorTech 急救护理等初创公司工作过。凯文在爱惜康内镜外科中心担任过两年的营销总监，在美国以及其他国际市场都工作过。凯文专注中国市场，曾带领2014年的中英医疗技术路演，访问北京，上海和深圳。

凯文在爱惜康内镜外科中心担任过两年的营销总监，在美国以及其他国际市场都工作过。凯文专注中国市场，曾带领2014年的中英医疗技术路演，访问北京，上海和深圳。



克里斯·史莱特

英国国民健康服务体系信托机构利兹附属医院供应与采购部主管

克里斯在英国国民健康服务体系信托机构利兹附属医院工作。这个机构在英国国民健康服务体系中的规模名列前茅，也是欧洲最大的医疗机构之一，现有病床2千余张，2014/15年营业额将达到11亿英镑，非付现支出为3亿2千5百万英镑。克里斯在数字医疗领域很有经验，曾经领导一个世界一流的团队开发一系列电子技术工具，不仅提高了临床效益，还有助于提高患者安全。克里斯还担任着英国国民健康服务体系全国采购实施交付小组（National NHS Procurement Enablement Delivery Group）的主席，这个小组的目的是在英国国民健康服务体系各采购团队内实现电子技术和数据标准。



迈克·布鲁斯

大曼彻斯特学术健康科学联盟（AHSN）

董事总经理

迈克此前担任过英国国家医疗保健体系（NHS）英格兰（大曼彻斯特区）地区总监，再之前则是 NHS 大曼彻斯特区的首席执行官。从2004年到2011他是索尔福德初级保健教学信托基金的首席执行官。

迈克拥有生化博士学位，现已在 NHS 工作了 28 年，从事过财务控制和一般管理工作。他对循证医学充满兴趣，坚信 NHS 和学术界的紧密联系会带来极大益处。在这方面，他是曼彻斯特健康科学学术中心（MAHSC）的创始董事会成员，在他的领导下，索尔福德初级保健信托（PCT）成为了全国积极领先的研究型初级保健信托。

在他的新角色当中，迈克将让 NHS、学术界和业界紧密合作，通过采纳和传播创新性研究成果，为大曼彻斯特区带来健康与财富。



陈明华

BSI 中国区医疗事业部销售和市场营销经理

陈明华拥有 12 年欧盟公告机构工作经验，熟知欧盟法规要求和 CE Mark 认证流程。配合全球评审专家管理器械注册项目，涵盖血管植入物、骨科植入物、组合器械以及体外诊断试剂等产品。

BSI(英国标准协会)成立于 1901 年，是国际标准化组织（ISO）的创始成员，与全球各行业组织合作建立共识并开发出卓越的标准。目前，9 个最广泛应用的管理体系国际标准全部出自于 BSI。1995 年进入中国，协助协助中国政府培养了中国第一批专业审核员并建立认证制度，与中国标准化委员会共同开发中英标准平台，为国家标准的开发提供技术支持，为国有企业提供试点培训项目，包括相关法律法规培训，推进国有企业在海外市场的投标。



黄永健 博士

项目主管(中国)

英国兰卡斯特大学校长办公室

兰卡斯特中国企业催化项目

分别于英国利兹大学与南安普敦大学取得计算机学士及博士学位。作为访问学者，协助南安普顿大学与清华大学研究生院在深圳建立网络科学实验室及开展相关研究工作。在商业领域，曾在广州合伙创立一家互联网企业，专注于微博数据分析，该技术用于

2012年宝洁伦敦奥运营销活动的社交媒体监听。2014年6月起任职英国兰卡斯特大学企业催化项目中国区项目主管，协助中英企业联合研发，致力于技术商业化。



牛津大学科技创新公司

牛津大学科技创新公司为牛津大学全资拥有的公司，负责管理牛津大学的技术转移和学术咨询，并为全球的客户提供技术转移咨询服务。

Isis 的营业额超过 1 亿 1 千 8 百万元人民币，每年达成许可协议超过 100 份，并建立了 100 多家新创公司。自 2000 年来，这些新创公司吸引了超过 50 亿元人民币的投资 - 其中有多家已在伦敦证券交易所上市。牛津大学科技创新公司有三个业务活动：

- 该公司技术转移部协助牛津大学研究人员商业化研究成果的知识产权，包含专利申请、许可授权、衍生公司等。
- 企业部为公共部门及企业提供技术转移和创新管理的咨询服务，它的服务范围遍及全球 60 多个国家，其亚洲业务的增长尤为迅速。除了为技术提供方及技术寻求方建立联系，还为政府、科技园、投资者及研究资助机构提供建议和咨询。
- 由该公司管理的牛津大学咨询部(OUC)，其主要职责是帮助牛津大学的研究人员寻找咨询业务机会并对其进行管理，同时帮助客户接触到牛津大学世界级的跨学科专家。

牛津大学科技创新公司的使命是成为最顶尖的技术转移机构，透过商业手段将牛津大学的技术转移至产业界，支持牛津学者提供咨询服务并协助客户机构，以创造最高的社会和经济效益。

参会回执

请于 3 月 8 日回复姓名，公司，职务，邮箱及手机至英中贸易协会周娇女士：

电子邮箱 lavender.zhou@cbbc.org.cn；电话：+86 21 31007900-124；手机：+86 187 2560 7692

请携名片出席



Invitation

To the UK-China Medical Technology Roadshow 2016

*Galaxy Room, 3F, Ritz-Carlton
Shenzhen,
Wednesday 16 March 2016
08:30-12:00*

*Discover how the UK medical technology landscape
can help your business grow*

The Programme

08:30 - 09:00 Registration

09:00 - 09:05 Welcome Remarks by Gareth Taylor, UKTI

09:05 - 09:25 UK Medical Technology Proposition by Kevin Wilson

09:25 - 09:50 How to sell into the UK's NHS by Chris Slater

09:50 - 10:15 Investment Projects by Lancaster University

10:15 -10:30 Networking Break

10:30 -10:55 Medical Device Regulations in the UK and Europe by BSI

10:55 -11:25 Doing business in Manchester by Mike Burrows

11:25 -11:50 Technology Transfer and Investment Projects by Isis Innovation



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British
Consulate-General
Guangzhou



China-Britain
Business Council
英中贸易协会



Speakers



Kevin Wilson
Medical Technology Sector Specialist,
UKTI Life Science Investment Organisation (LSIO)

Kevin is a senior professional with over 30 years' experience in the medical technology and healthcare market, in both private and public sector roles, primarily in sales, marketing and business

development. He has worked at large multi-nationals such as Johnson & Johnson (Ethicon), Sherwood Medical and start-up companies New Medical Technology and AorTech Critical Care. He spent two years working in Germany as Director of Marketing for the Ethicon Endosurgery Centre and has worked extensively in international markets, especially the USA. Kevin frequently travels to China, and he led the previous Medical Technology Roadshow in Beijing, Shanghai and Shenzhen in 2014.



Chris Slater
Head of Supplies and Procurement,
Leeds Teaching Hospitals NHS Trust

Chris is employed by Leeds Teaching Hospitals NHS Trust, part of the UK's National Health Service (NHS). Leeds Teaching Hospitals NHS Trust runs six hospitals in Leeds, one of the largest cities in the UK. The Trust is responsible for over 2,000 beds and has an annual

turnover of £1.1 billion (RMB 10 billion) which includes £325 million (RMB 3 billion) spent on goods and services. Chris is experienced in digital health, previously leading a world-class team that developed a suite of e-technology tools that improved clinical outcomes and added to patient safety. He has chaired the National NHS Procurement Enablement Delivery Group, the body responsible for e-technology and data standards within the UK's National Health Service.



Mike Burrows
Managing Director,
Greater Manchester Academic Health Science
Network

Originally a Doctor of Biochemistry, Mike has worked in the UK's National Health Service (NHS) for 28 years, both in the finance discipline and general management. He is an expert in the use of evidence

based medicine. He was one of the founding Board members of the Manchester Academic Health Sciences Centre and from 2004 to 2011 was Chief Executive of Salford Teaching Primary Care Trust. He was then promoted to Director of NHS England (Greater Manchester) Area Team. In this role Mike led a service transformation programme called 'Healthier Together' that improved the health outcomes in Manchester. In his current role Mike has the responsibility for engaging the NHS, academia and industry to generate health and wealth in Greater Manchester through the adoption of innovation and research output. Mike is also Deputy Chairman of the University of Salford.



Cherry Chen
Sales and Marketing Manager, China Healthcare,
BSI (British Standards Institution)

Cherry has 12 years experience of advising on regulatory requirements and is an expert on the CE Marking registration process. She has experience of product registration across a wide range of medical devices including orthopaedic implants, vascular implants and in-vitro diagnostic devices.

BSI develops business solutions to turn clinical standards of best practice into habits of excellence. Formed in 1901, BSI was the world's first National Standards Body and a founding member of the International Organization for Standardization (ISO). Over a century later it continues to facilitate business improvement across the globe by helping its clients improve performance, manage risk and grow sustainably through the adoption of international management systems standards, many of which BSI originated.



Dr Win Huang
Project Manager & Team Lead(China)
Vice Chancellor's Office
Lancaster China Catalyst Programme

Win has a BSc and PhD in Computer Science from the Universities of Leeds and Southampton respectively. Following his studies, he worked as a visiting researcher between Southampton and Tsinghua University in

China, where he supported the research collaboration in a new joint laboratory. In the private sector, he co-founded a technology start-up in Guangzhou on social media data analysis, which was applied to P&G's Social Listening Command Centre for 2012 London Olympic Campaign. Since June 2014, he has been appointed to the Lancaster China Catalyst Programme as the project manager and team lead in China, where he is responsible for supporting UK-China R&D collaboration with a focus on commercialisation.



Isis Innovation Ltd.

Isis Innovation, named after the River Isis which flows through Oxford, is a wholly-owned subsidiary of the University of Oxford, managing

technology transfer and academic consulting for the University of Oxford, and providing consultancy services to clients around the world. Their mission is to be the leading international technology transfer organisation, to transfer technology and expertise from the University of Oxford, to deliver value to clients and to maximise social and economic benefits in a commercial manner.

To register:

Please reply with your name, company name, title, email and mobile number by 8 March to

Lavender Zhou, China Britain Business Council

E: lavender.zhou@cbbc.org.cn; T: +86 21 31007900-124; M: +86 187 2560 7692

Please bring your business card for registration

