MISSION
AUSTRALIA-CHINA INTERNATIONAL AGED CARE SUMMIT

Learn about the aged care and health industries in China, showcase Australian capabilities, and meet potential customers and collaborators.

ABOUT THIS EVENT
In collaboration with China’s national peak body of aged care and healthcare industries, on 16 and 17 November 2015, Austrade will launch the 1st Australia-China International Aged Care Summit (the Summit). This Summit will be the first Australian government initiative on aged care and healthcare services since the signing of the China-Australia Free Trade Agreement (ChAFTA) in June 2015. The Summit will provide Australian business with the window to gain access to the world’s second largest economy and its huge potentials in aged care and healthcare spectrums.

The Summit aims to showcase Australian aged care and healthcare capabilities and help Australian product/service providers to understand market demands and future trends in China, share insights and experience, and facilitate bilateral engagements to support potential collaborations and commercial opportunities.

WHY YOU SHOULD PARTICIPATE
- Gain a better understanding of one of the world’s largest and fastest growing markets.
- Obtain first-hand market insight about your products and services from local industry.
- Build business opportunities with existing and/or potential customers/distributors and meet potential joint venture partners.
- Increase your brand awareness and sales in the China market.
- Enhance and build relationships leveraged from being part of a national delegation.
- Gain greater insights into the implications and impact of ChAFTA.
- Benefit from government access and on the ground assistance from the Austrade team in China.

Important information
Date
16–17 November 2015
Location
Beijing, China
Apply by
30 September 2015

Who should attend?
Representatives from government, associations, institutions and companies related to:
- Inward and outward aged care finance and investment
- Aged care infrastructure and architectural design
- Facility and home care operation and management
- Skill development and training in aged care
- Product and service providers to meet the need of an ageing population, e.g. - Health supplements - consumer products - pharmaceutical and medical devices - digital health and ICT solutions - professional services.

Apply now at www.austrade.gov.au/AgedCareSummit2015
### MISSION PROGRAM

Below is a brief overview of the program. A detailed version will be provided in the Event Participation Kit. The program has been designed to maximize the value of your visit.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>6-8 November 2015</td>
<td>Guangzhou</td>
<td>Optional and at own cost</td>
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<td>Visit/exhibit at the <a href="#">2nd China International Silver Industry Exhibition</a></td>
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<td>15 November 2015</td>
<td>Beijing</td>
<td>Arrive in Beijing</td>
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<td>Austrade welcome briefing and housekeeping</td>
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<td>16 November 2015</td>
<td>Beijing</td>
<td>Attend main forum of the 1st Australia-China International Aged Care Summit</td>
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<td>Attend multiple parallel sessions on:</td>
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<td></td>
<td></td>
<td>• Aged care finance and investment (inward and outward)</td>
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<td>• Aged care infrastructure and architectural design</td>
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<td>• Facility and home care operation and management</td>
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<td></td>
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<td>• Skill development and training in aged care</td>
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<tr>
<td></td>
<td></td>
<td>• Broad health in ageing.*</td>
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<td></td>
<td></td>
<td>Please note there might be slight differences in the final program.</td>
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<td></td>
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<td>Confirmed number and themes of sub-forums will be provided in the Event Participation Kit.</td>
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<td>Networking dinner</td>
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<td>17 November 2015</td>
<td>Beijing</td>
<td>Group visit to aged care sites</td>
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<td>Business matching activities with local stakeholders including</td>
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<td>investors, representatives from central and local government,</td>
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<td></td>
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<td>industry associations, nursing schools, aged care centres, senior</td>
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<td></td>
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<td>living, hospitals, and buyers and distributors</td>
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<tr>
<td>17-18 November 2015</td>
<td>Shanghai</td>
<td>Optional and at own cost</td>
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<td>Visit/ exhibit at the <a href="#">Care Expo China 2015</a></td>
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* Broad health in ageing session includes health supplements and consumer products, health ICT, equipment, chronic disease control and management, mental health, pharmaceutical, medical device and professional service to the ageing industry.
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COST OF PARTICIPATION

The total cost per delegate includes direct costs and an Austrade service fee.

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<tr>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade service fee</th>
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| A$ 2,300 per organisation (Up to 2 delegates inclusive. Additional direct cost applies to extra delegate/s.) | A$ 1,200 per organisation includes:  
  - Venue hire  
  - Catering and refreshments for seminars and networking events  
  - Ground transportation and logistics costs  
  - Printing of mission booklet and official Industry Capability Report  
  - Forum interpretation services  
  - Logistic support by temporary staff. | A$ 1,100 (4 hours at A$275 an hour)  
  - Project management of the Summit including liaison with stakeholders  
  - Coordination of marketing campaign pre, during and post Summit (including direct marketing to targeted list of potential customers and influencers)  
  - Inviting qualified buyers, visitors and media from Austrade extensive network to attend the forums and networking events  
  - Participation kit and a pre-departure briefing  
  - Providing logistic support  
  - Producing the mission booklet  
  - Organising seminars, dinner, networking events and site visits. |

PAYMENT: In accordance with Austrade policy, full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter.

Please refer to the event Terms & Conditions for further detail.

The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.

You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

APPLY BEFORE 30 SEPTEMBER 2015

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at [www.austrade.gov.au/AgedCareSummit2015](http://www.austrade.gov.au/AgedCareSummit2015) to have our country and industry specialists review your application. If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment. An Event Participation Kit with all the information you need to prepare for the mission will then be sent to you.
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IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult ‘Smartraveller’, the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at http://www.austrade.gov.au/Exporters/About-exporting/Legal-issues/Bribery-of-foreign-public-officials.

KEY CONTACTS

If you would like to discuss participating in this event, please contact:

Australia

Dugald Anthony
Senior Trade Adviser
Austrade Brisbane
T +61 7 3364 7721
Dugald.anthony@austrade.gov.au

China

Chuyang LIU
Trade Commissioner
Austrade Beijing
T +86 10 8532 8626
Chuyang.liu@austrade.gov.au

Colin TANG
Senior Business Development Manager
Austrade Beijing
T +86 10 8532 8621
Colin.tang@austrade.gov.au

Shupei CHEN
Business Development Manager
Austrade Beijing
T +86 10 8532 8622
Shupei.chen@austrade.gov.au