



Senior Caring Roadshow

Dalian, Shenyang, Harbin – Northeast China

October 21 – 25, 2013

Welcome from the U.S. Commercial Service, Shenyang China!

Northeast China has a population of 110 million and represents the fastest growing region of mainland China, sustaining rates of GDP growth above 10% for the past several years. Development of senior care is a current priority of the central government, as China's population of those aged 65 and older will almost double by 2030. The U.S. government has a strong track record of connecting U.S. companies with healthcare development in second tier Chinese cities.

The U.S. Commercial Service in Shenyang, China, in cooperation with AmCham China's Healthcare Cooperation Program (HCP) and the U.S. Trade and Development Agency (USTDA), is pleased to invite a cross-section of American healthcare companies to participate in a roadshow on exploring opportunities in the emerging senior caring market in Northeast China. The roadshow will include stops in Shenyang and Dalian, Liaoning Province, and Harbin, Heilongjiang Province. This event will provide companies with local exposure and will demonstrate how U.S. goods and services can help Northeast China senior caring decision makers and industry players meet their healthcare goals.

Opportunities:

- Connect with live leads in northeast China's senior caring industry
- Present your company's vision, technology, and senior caring solutions to local experts
- Gain access to decision makers, both government and private sector

We look forward to hearing from you before Friday August 30, 2013 and assisting you in finding opportunities in the senior caring industry in Northeast China.

Sincerely,

Steve Green

Principal Commercial Officer, Shenyang China

Expanding your presence into Northeast China!

When: **October 21–25, 2013**

Where: **Dalian and Shenyang, Liaoning
Harbin, Heilongjiang**

Participation Fee:

USD \$4,600 per company, including:

- One company representative with option to include up to two colleagues for just USD \$260 each
- 15-minute presentation to promote your company's products and solutions (limited space, first come first served)
- Roundtable discussion with local authorities
- Networking with industry contacts
- Senior care facility visit(s)
- Company profile included in roadshow brochure

**APPLICATION DEADLINE:
Friday August 30, 2013**

Proposed Presentation Themes:

(Please refer to application form)

- Current trends in the senior care industry
- Managing chronic disease and improving quality of life for seniors
- Emerging technologies that enable high-quality senior care services
- Best practices and new models for senior care management (e.g. Public-Private Partnership)

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