

Netherlands Economic Mission to China

荷兰经贸访华代表团

23 - 28 October 2016 | 2016年10月23-28日



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The Netherlands

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Foreword



Living long and healthy lives is one of the most important values that people share all over the world. And in more and more countries we see that the achievements of healthcare enable people to live active and independently much longer than we have ever seen in history. This is of course great news.

However, demographic changes bring about new challenges. Like the financial sustainability of healthcare, like finding a new balance between professional care and family care. Also our views on the definition of good care, are changing. An ageing population implies more chronic diseases, and shifts our perspective from curing people to enhancing life quality.

Netherlands and China, both facing rapidly ageing populations, have cooperated in the field of public health and health care for quite some time. Our bilateral Agreement on Cooperation in the Field of Healthcare and Public Health was signed in 2013. One of the areas of cooperation is 'Health care challenges posed by an ageing population', which is also the focus of this mission. We are looking forward to sign a Memorandum of Understanding with the Chinese Ministry of Civil Affairs in the field of elderly and long term care during the upcoming visit, as a direct result from my previous visit to Shanghai and Beijing in October 2015 during the State Visit of the Dutch Royal Couple.

The Life Sciences and Health sector is a priority sector for both the Chinese and the Dutch government. The growth and investment in the healthcare sector creates opportunities for interesting and innovative partnerships. I am therefore excited to head this 'elderly care, vitality & mobility' mission to China.

Governments will remain key players in healthcare. Yet in order to keep healthcare accessible, affordable and innovative it is crucial to cooperate with knowledge institutes and private businesses. Next to high tech innovations in medical technology also it is about innovations in the way we organize care. I'm convinced that by sharing our knowledge and joining our efforts we will be able to serve our elderly better.

It is a privilege and a pleasure to present to you our Dutch business delegation of companies and academia in the field of 'elderly care and vitality & mobility'. They are eager to explore opportunities for cooperation with their Chinese counterparts. I am convinced that this mission will further strengthen the outstanding relationship that already exists between China and the Netherlands.

Let us join forces for the sake of our elderly!

Martin van Rijn

*Secretary of State of Health, Welfare and Sports
The Netherlands*

中国之行致词

健康和长寿是全世界人们共同追求的重要价值之一。随着医疗卫生事业在越来越多国家的深入发展，更多的人在年迈的时候仍能积极、独立地生活，也比以往任何时候都更加长寿。毫无疑问，这是一件好事。

不过，人口结构的变化也带来了新的挑战。例如，医疗体系在财政上的可持续性，再如在专业护理和家庭护理中寻找新的平衡点。除此以外，我们对优质护理的定义也一直在改变。人口老龄化意味着更多慢性疾病的发生，从而把我们的视线从治愈疾病转到提升生活品质上来。

中国和荷兰都面临着人口快速地老龄化。两国在公共卫生和医疗保健领域进行了相当长时间的合作。我们在2013年同中国国家卫生和计划生育委员会续订了双边《医疗保健和公共卫生领域的合作协议》，其中的合作领域之一就是“人口老龄化导致的医疗卫生挑战”。这也是此次代表团访华所关注的焦点。我们期待着在此次访华期间，同中国民政部签署养老和长期照护领域的双边合作备忘录，这也是我陪同荷兰王室夫妇于2015年10月对北京和上海进行国事访问的直接成果之一。

生命科学和医疗卫生行业在中国和荷兰都是重点发展行业。医疗卫生行业的发展和投入将激发更多的创新伙伴关系。因此，我非常荣幸能率领这个以打造“活力老龄”产业为使命的代表团访问中国。

在医疗保健领域，两国政府将继续发挥关键作用。然而为了保证医疗保健体系的可及性、可负担性以及创新性，政府同学术机构以及私营商业机构开展通力合作至关重要。它的重要性除了有利于医疗技术的创新之外，也有利于我们在服务的组织方法领域进行创新。我确信，通过经验分享和通力协作，我们将能为两国的老年人提供更优质的服务。

我很荣幸地向您介绍我们在“活力老龄”领域的荷兰公司和学术业务代表团。他们都热切期待着发掘他们同中国同行之间的合作机会。我相信，此次代表团的访问将进一步巩固加强中国和荷兰现有的紧密关系。

为了中荷两国老年人的幸福安康，我们一起加油！

Martin van Rijn

卫生、福利和体育国务秘书

荷兰

The Netherlands



The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Eindhoven | 4. Enschede | 5. Flushing | 6. Groningen |
7. The Hague | 8. 's Hertogenbosch | 9. Leeuwarden |
10. Maastricht | 11. Rotterdam | 12. Utrecht | 13. Zwolle

Introducing the Netherlands

Joining forces to create sustainable solutions for the most liveable world, now and in the future.

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive,

pragmatic and open to new challenges, the Dutch have created a flourishing and resilient land. The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



Building with nature

An innovative method for coastal protection

Worldwide ranking

- 1st** Best performing European healthcare system (2013, Euro Health Consumer Index)
- 1st** Production and auctioning of cut flowers and flower bulbs
- 2nd** Number of broadband connections per 100 inhabitants (39.4%)
- 2nd** Density of road network
- 2nd** Export of agricultural products (103.3 billion US Dollar)
- 2nd** Quality of Water Transportation (9.04)
- 2nd** Logistics performance Index (4.05)
- 4th** Largest seaport in the world (Port of Rotterdam), largest in Europe
- 6th** Exporter of goods (555 billion US Dollar)
- 7th** Foreign direct investment in the Netherlands (From Europe)
- 8th** Import of commercial services (119 billion US Dollar)
- 9th** Dutch investments abroad (976 billion US Dollar)
- 9th** Importer of goods (501 billion US Dollar)
- 9th** Export of commercial services (134 billion US Dollar)

Facts & Figures 2016

- **Official name** Kingdom of the Netherlands
- **Form of government** Constitutional monarchy, parliamentary democracy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** Twelve provinces and the overseas territories of Aruba, Curacao and St. Martin. The overseas island of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Surface area** 33.800 km²
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 16.915.195 (April 2015)
- **Number of inhabitants per km²** 500 (April 2015)
- **Monetary unit** Euro
- **Languages** Dutch, Frisian

荷兰简介

齐心协力，为现在和未来最宜居的世界制定可持续解决方案。

是什么让荷兰人与众不同？

通过互动模式，找到应对当今世界所面临重大挑战的创新解决方案。荷兰人的思考和工作方式由数百年在荷兰低地三角洲的生活塑造而成。长时间以来，荷兰人相互合作，寻找解决用水、城市化、能源、食物，健康和安安全等挑战的独创性方法。他们对新挑战抱着创造性、实用主义的

开放态度，打造出一片繁荣、富有活力的土地。荷兰是一个城市、工业、农业和自然不断发展变化的生态系统，所有这一切通过智能基础设施得以整合在一起。这是知识和经验的源泉，荷兰人也乐于与他人分享。了解过去，创造更美好的未来。齐心协力，为最宜居的世界打造可持续的解决方案。



与自然和谐相处
海岸保护的创新方法。

世界排名

欧洲最优秀的医疗保健体系（2013年欧洲医疗消费者指数）第1名
鲜切花和花球茎栽种和拍卖第1名
每100位居民的宽带连接数量（39.4%）第2名
道路网络密度第2名
农产品出口（1,033亿美元）第2名
水上运输质量（9.04）第2名
物流绩效指数（4.05）第2名
欧洲最大的海港—鹿特丹港，在全世界排在第4名
商品出口（5,550亿美元）第6名
外资直接对荷兰的投资（来自欧洲）第7名
商业服务进口（1,190亿美元）第8名
荷兰对外投资（9,760亿美元）第9名
商品进口（5,010亿美元）第9名
商业服务出口（1,340亿美元）第9名

2016年实际情况和数字

- 官方名称 荷兰王国
- 政体 议会制君主立宪
- 国家元首 荷兰国王、奥兰治-拿骚王朝王子—威廉·亚历山大陛下
- 首都 阿姆斯特丹
- 政府所在地 海牙
- 行政结构 十二个省份与阿鲁巴岛、库拉索岛和圣马丁岛海外领地 博奈尔岛、萨巴和圣尤斯特歇斯岛是海外岛屿，它们全部位于加勒比海，是“荷兰的三个特别行政区”
- 面积 33,800 平方千米
- 地理位置 西欧，濒临北海，与比利时和德国接壤
- 居民人口 16,915,195（2015年4月）
- 每平方千米居民人口 500（2015年4月）
- 货币单位 欧元
- 语言 荷兰语、弗利然语

China and the Netherlands:

Developing an innovative health sector, together

Impressive growth and exciting developments

In line with China's economic growth over the last decade, the Chinese healthcare sector has been expanding rapidly. The spectacular development of the Chinese life sciences and health sector has increased the possibilities for further and deeper cooperation and partnerships with the Netherlands. This would be a logical step, as both China and the Netherlands are faced with the same kind of challenges: rising healthcare costs, a growing elderly population and exposures to public health. By working closely together in fields such as fundamental research, e-health and medical equipment, China and the Netherlands will turn these challenges into opportunities by offering cutting-edge products and services. These new technologies strengthen our economic competitiveness and simultaneously secure that healthcare will remain affordable, accessible and of superior quality. The MoU concerning elderly and long-term care that will be signed between our two countries during this mission will be instrumental in this regard.

Fruitful collaboration

China and the Netherlands are well aware that they are complementary to each other. Together, they are able to strengthen their R&D and innovative capacities within the healthcare sector and make it outstanding. An excellent example is the cooperation between the academic hospital of Groningen and Changzheng hospital in Shanghai. Within this project, Dutch and Chinese researchers work closely together in the field of prevention and early diagnosis of diseases such as lung cancer and COPD. To reach the goal of an innovative healthcare sector in

a concerted effort, the Dutch believe that open and shared innovation yields fruit. Therefore, the Dutch support the involvement of different representatives from the world of academia, politics and business. Such public-private partnerships allow groundbreaking innovations to reach the market and to exploit their full benefits. It is exactly this approach that ultimately turns the challenges into opportunities, throughout the whole of the Chinese and Dutch healthcare sector. By student and staff exchange, in addition to bilateral and shared research projects, both countries will find smart solutions for complex health issues.

Pragmatic creativity for joint health solutions

The life sciences and health sector is developing at a rapid pace, with new and innovative products and services being introduced constantly. Due to the shared challenges between China and the Netherlands, it is pivotal to learn from each other and extensively share knowledge, expertise and best practices. This way, top-notch human resources, science parks and innovation centres in the healthcare sector will be established in fields such as healthy aging, senior living conditions and self-management of diseases. In the end, such an approach lays the foundation for a knowledge economy that introduces smart and targeted products and services that improves the welfare and well-being of our societies. Jointly, China and the Netherlands are able to provide innovative and socially relevant solutions for a healthcare sector that is future-proof.

中国和荷兰：

共同发展创新的医疗卫生行业

令人瞩目的发展

中国的医疗卫生行业在过去十年中，同中国经济一样，经历了快速发展期。中国生命科学和卫生行业的迅猛发展，使得中荷两国在该领域深入加强合作伙伴关系增加了更多可能性。尤其两国面临着很多共同的挑战，如医疗费用的增长，人口老龄化的加剧，以及公共卫生方面的风险，这使得两国在相关领域的合作更加顺理成章。两国在诸如基础研究，卫生信息化，医疗设备等领域的合作，将有助于促成尖端产品和服务的产生，并利于将共同的挑战成功转变为共同的机遇。这些新技术将提高我们的经济竞争力，并同时确保我们医疗体制的可负担性和可及性，并保证其高水平高质量。中荷两国在老龄和长期护理领域的合作备忘录可望在此次代表团访华行程中正式签署。这将更好地促进加强该领域的双边合作。

丰硕的合作成果

中荷两国都意识到两国在某些领域可以优势互补。医疗卫生行业的合作研发创新，将有助于两国医疗行业进一步完善以至卓越。一个极佳的例子是格罗宁根大学附属医院同上海长征医院的合作项目。该项目中两国研究人员在肺癌和慢性阻塞性肺病等疾病的预防和早期诊断的研究工作中展开了紧密合作。荷兰人深信，医疗行业的创新，需要各相关方的合作创新。因此，荷兰支持世界各国

学界、政界和商界代表的共同参与。

这样的公私合作伙伴关系，将有助于突破性创新技术产品的上市，并使多方共同受益。正是这样的合作方式，将最终促使中荷两国所面临的挑战转化为两国医疗行业的机遇。双边合作研究项目之外，进行学生和专业人员的交流互换，将有助于为解决两国复杂卫生问题而提供有效的解决方案。

联合卫生解决方案的实用创造力

生命科学和卫生行业迅猛发展，创新的产品和技术不断涌现。中荷两国面临共同的卫生挑战，使我们互相学习，相互分享知识、专长和经验尤为重要。多方合作，有助于在健康老龄、适老化居住，以及疾病自我管理等领域，塑造顶尖人才，创立相关科学园区和创新中心。这样的合作模式将为知识型经济奠定基础，并促使拥有专门最佳解决方案的产品和服务的产生，最终服务于提高社会健康福利水平的宗旨。

Company Profiles

公司简介



Jiehui Chen

Owner

8TC

8TC helps Dutch SMEs to identify business opportunities in China and navigating their way through China. 8TC supports them with the realization of a good cooperation in China with their partners and distributors. 8TC's mission is to be the reliable business bridge between Dutch and Chinese companies. 8TC have a diverse client base from intelligent automatization to Dutch consumer product companies.

Our services

1. Feasibility study "China market"
 2. Building a distribution network
 3. Purchasing and contract negotiations support
 4. Chinese E-commerce solutions
 5. Business case analytical review
 6. China desk department support
 7. Interim project manager
 8. Training/Workshops doing business in China
- Last but not least 8TC is not a consultancy but your partner for success in China.

8TC 帮助荷兰中小企业寻找在中国的商业机会并帮助他们开拓中国市场。8TC会协助他们在中国与合作伙伴和分销商建立起良好的合作关系。8TC 的使命是成为荷兰和中国公司之间的可靠商业桥梁。8TC 目前具有多样化的客户群，比如高科技的智能自动化公司和荷兰消费产品公司。

作为荷兰华侨，我希望为促进中国和荷兰之间的商业合作贡献一份力量。因为我是在中国长大的，我比较了解中国的文化和社会背景。另一方面，我在荷兰居住了20多年，我明白荷兰人的思维方式，可以容易地帮助荷兰商人寻找中国合作伙伴，也能帮助中国企业开拓荷兰市场。

8TC

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Crown Licensing

Crown Licensing is your dedicated international partner, providing the best tailor-made financial and operational management services for YOU!

As registered football intermediary, we believe that with strong professional management, the collaboration between the soccer player and the soccer club and/or commercial parties will relieve the player from all kinds of financial and operational 'burden'! For football clubs it could be an advantage to work with a football intermediary to get the player they want. The football intermediary can do the ground work with players and clubs prior showing official interest in a player.

We specialize in providing the following services:

For players:

- contract negotiations for players / trainers
- international and domestic transfers
- commercial deals for players
- wealth management
- additional financial services (through the network of partners): support with sponsorship contracts, international legal and tax advice, insurances, money management, accounting, royalties etc.

For clubs:

- player / trainer recruitment for clubs
- sponsorship deals for clubs
- buying European clubs

Crown Licensing 是您的专业国际合作伙伴，为您提供最佳定制金融和运营管理服务！

作为注册足球经纪人，我们相信凭借强有力的专业管理，足球球员与足球俱乐部和/或商业机构之间的合作将使球员免除各种金融和运营“负担”。

对足球俱乐部而言，与足球经纪人合作具有获得他们想要的球员这一优势。正式表示对球员感兴趣之前，足球经纪人可以进行球员和俱乐部之间的基础工作。

我们专业提供以下服务：

对于球员：

- 球员/教练合同谈判
- 国际和国内转会
- 球员商业交易
- 财富管理
- 其他金融服务（通过合作伙伴网络）：支持赞助合同、国际法律和税收建议、保险、资金管理、会计、冠名费等。

对于俱乐部：

- 俱乐部球员/教练招聘
- 俱乐部赞助交易
- 购买欧洲俱乐部

每一个职业生涯都是不同的，但是金融和运营管理是不变因素。



Len de Jong
President & CEO



Hans van Dijk
Owner & Senior Consultant

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Enraf-Nonius

Enraf-Nonius (1925) manufactures and supplies advanced high quality products for Rehabilitation and Physiotherapy. These products are distributed and supported by network of distributors in over 100 countries.

The company has a large research and engineering department for the continuous development of new products and cooperates closely with universities and leading Rehabilitation institutes.

Recently a new assembling and distribution centre was opened in Echt, Limburg. Enraf-Nonius stands for the highest quality, reliability and service, enabling health specialist to look after their patients and clients in the most effective and efficient way.

EN-Projects, a division of Enraf-Nonius, specializes in Turn-Key integrated projects (Design- Build- Equip-Maintain-Train). EN-Projects realizes large-scale global hospital projects and Rehabilitation Centers. With many years' experience and proven reliability, EN-Projects is a valued partner for Ministries of Health or private hospitals.

Enraf-Nonius (1925) 生产并提供尖端高品质康复理疗产品。这些产品由全球100多个国家的经销商配送并提供支持。

公司拥有大型研发和制造部门，不断开发新产品并与高校和领先的康复机构密切合作。

最近，林堡Echt开设了全新装配和配送中心。Enraf-Nonius代表最高品质、可靠性和服务，使卫生专家能够以最有效且最高效的方式照顾他们的病人和客户。

EN-Projects是Enraf-Nonius的一个部门，专门从事交钥匙集成项目（设计 - 建设 - 设备维护 - 培训）。EN-Projects实现了大规模全球医院项目和康复中心。凭借多年的经验和经过验证的可靠性，EN-Projects成为卫生部或私人医院的重要合作伙伴。



Nick Guldmond

Associate Professor Integrated Care
& Technology

Erasmus University

Erasmus University Rotterdam is one of the leading Dutch Universities, focused on the broad domain of Health and Wealth. According to the Shanghai World Ranking of Universities, it ranks 29th globally in the domain of Economics & Business, and 51st in the domain of medicine. The institute of Health Policy & Management of Erasmus University is the largest of its kind in Europe, hosting around 100 researchers and around 1000 students. The institute of Health Policy & Management is collaborating with Chinese Universities, national and municipal Chinese governments and governments agencies, and international organisations since 2009 on China's health services, systems and reform. It engages in research, executive education, and consultancy.

鹿特丹伊拉斯谟大学是荷兰最好的大学之一，该校重点发展健康与财富两个广义的领域。根据上海世界大学排行榜，该校的经济学和商科在全球排名第29位，医学方面排名第51位。伊拉斯谟大学的卫生政策和管理学院是欧洲同类学院中规模最大的一所，拥有约100名研究人员、1000名学生。自2009年起，该校的卫生政策和管理学院与中国的高校、国家级和省级政府机构和国际组织合作，共同致力于中国的卫生服务、体系和改革事业。该校的工作范围涉及研究、管理教育和咨询。

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Forbo Flooring Systems

Forbo Flooring Systems is a global market player in linoleum floor coverings, project vinyl (PVC) and textiles that are specifically created for the health care and age care market sectors. All Forbo products combine high levels of functionality and durability with contemporary design as well as an excellent sustainable profile. With our products it is our ambition to contribute to a better quality of the indoor environment. We do this by having a clear focus on safety, hygiene and well-being and connect tangible attributes to our flooring products, such as anti-bacterial properties, easy to clean surfaces, slip resistant floorcoverings, entrance flooring systems as well as high tech textile and special ESD flooring for IT & Tech environments and operation rooms. Over the years Forbo Flooring Systems has equipped hundreds of thousands healthcare institutions worldwide with its floor covering portfolio.

福尔波地板-当之无愧的市场领导者

福尔波是全球亚麻地板的市场领导者，其塑胶地板和纺织类地毯为医疗和养老领域提供专业的设计。福尔波所有的产品都兼备了时尚感，功能性和耐久性，可持续的特性。我们的产品致力于为您提供一个高品质的室内环境，关注于地面安全，健康卫生以及幸福度的综合属性。比如抑菌特性、表面易清洁、防滑。我们的门垫产品、高科技地毯和特殊功能的静电耗散型地板可以为IT业、高科技产业以及手术室提供地面选择。时光荏苒，福尔波地板坚持为全球千百家医疗机构提供了全套地面解决方案。

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Kneppelhout & Korthals

Kneppelhout & Korthals is a full-service law firm, established in 1979, with a special focus on both inbound and outbound investments.

With the right people, experience and expertise we facilitate a swift and smooth entry in the Chinese and European markets. We are more than just a law firm, we share our business network with our clients and contacts to create more commercial opportunities.

Kneppelhout has a strategic cooperation with DFDL, an international law firm with over 120 legal and tax advisors. DFDL has its roots in emerging markets in Asia with 13 offices in 9 countries, including most ASEAN countries and Bangladesh. One of its partners, Marcus Collins, and an associate will be working from the Kneppelhout offices when in Europe.

Products offered

M&A, international trade, logistics, insurance, intellectual property, IT, labour, immigration, real estate, EU competition, anti-trust, customs, dispute resolution.

Unique selling points

- Comprehensive knowledge
- Practical experience
- Competitive, flexible fee arrangements
- Professional, efficient attitude
- Lawyers fluent in Chinese
- Extensive international network

Profile of Commercial Contacts Wanted

- Chinese companies which intend to or already have set up business operations in the Netherlands, and Dutch companies which intend to or already have set up business operations in China.
- M&A advisory firms

荷兰凯拓律师事务所（“凯拓”）于1979年成立，是一家综合性的提供全面高效优质法律服务的国际律师事务所，非常重视中欧双边的投资活动。

凯拓广纳优秀人才，建立起具有丰富经验和专业知识的团队，协助客户在短期内顺利进入中国和欧洲市场并长期开展业务。凯拓不仅是一家律师事务所，也始终致力于与客户分享关系网络，为客户创造更多的商业附加值。

2016年，凯拓与DFDL律师事务所（“DFDL”）达成了战略合作协议。DFDL是一家拥有120多名专业律师以及税务师的国际律所，其在亚洲9个国家（包括东南亚联盟成员国以及孟加拉国）设有13所办公室。DFDL的合伙人之一Marcus Collins先生以及一名律师在欧洲期间，将于凯拓鹿特丹办公室办公。



Jacobijn Gussekloo

Professor in primary care, director of master Vitality and Ageing

The Leiden University Medical Center has a longstanding tradition in human ageing research and clinical studies in old age to improve health of older people for longer. In clinical and population-based epidemiological studies we focus on risk factors of diseases for older individuals and factors determining their response to treatment. Studies into causes of disease or healthy ageing are performed in clinical studies, genomic and (cell) biological approaches and intervention studies. Departments collaborating within Ageing include gerontology & geriatrics, cardiology, orthopaedic surgery, psychiatry, oncology, primary care, radiology and molecular epidemiology.

From this year, the LUMC offers a 1-year international master program 'Vitality and Ageing'. Well-known (inter)national experts will interactively teach about biological, individual and societal perspectives of vitality and ageing. Since ageing of the society is a global challenge, international students with 'health profile' are very welcome in Leiden.

Leiden University Medical Center在人类衰老研究和临床研究方面拥有悠久的传统，以改善老年人的健康，延长寿命。在基于人群的临床流行病学研究中，我们专注于老年个体的疾病风险因素以及决定他们对治疗的反应的因素。临床研究中进行疾病原因或健康衰老研究、基因组和（细胞）生物方法和干预研究。衰老领域内的部门协作包括老年病学和老年学、心血管内科、整形外科、精神病学、肿瘤学、初级护理、放射学和分子流行病学。

今年以来，LUMC提供1年期的国际硕士课程“活力与衰老”。知名（国际）国内专家将交互讲授活力与衰老的生物、个人和社会观点。由于社会老龄化是全球性挑战，具有“健康背景”的国际学生在莱顿非常受欢迎。

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MyCartis

At MyCartis, people strongly believe in bringing personalized diagnostics to healthcare. To achieve such ambitious goal, innovative technologies allowing the measurement of syndromic biomarker panels are needed. MyCartis offers such new microfluidic biomarker analysis platform called Evaluation™, combining exclusive features to serve the research as well as the clinical market. Encoded microparticles layered in a 16-channel microfluidic cartridge form the basis of multiplex assays with demonstrated superior technical and analytical specifications. MyCartis will work with selected partners to bring an exciting biomarker assay portfolio to both the life science and IVD end-user. The Evaluation™ technology now provides researchers the opportunity to easily build custom multiplex assays to study their biomarkers and diagnostic companies to commercialize them on a platform that integrates pre-analytical and detection workflows, all without the need to ever change platform: one technology, from basic biomarker research until IVD application.

在MyCartis，人们坚信可以将个性化诊断带到医疗服务中。为实现这一宏伟目标，需要实现综合征生物标记物模块测量的创新技术。MyCartis提供了这样的全新微流体生物标记物分析平台，称为Evaluation™，其结合独特功能可以服务于研究以及临床市场。编码微粒分层分布在16通道微流体盒中，形成了表现出优异技术和分析规格的多重试样的基础。MyCartis将与选定合作伙伴合作，将激动人心的生物标记物试样组合同时带给生命科学和IVD最终用户。该Evaluation™技术目前为研究人员提供了轻松构建定制多重试样以研究其生物标记物并为诊断公司提供了在集成预分析和检测工作流程的平台上进行商业化的机会，所有这些都不需要改变平台：一种技术——从基本生物标记物研究直到IVD应用。



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NIHW

Professional Senior Care: Higher Quality and Lower Costs

NIHW, Netherlands Institute for Healthcare and Wellbeing, develops solutions improving elderly care.

NIHW solutions result in a better quality of care, longer living clients, efficient care planning and lower costs.

Our solutions consist of an online set of questionnaires and algorithms developed by an international network of researchers in over 30 countries, committed to improve care for persons who are disabled or medically complex.

Across a variety of senior care segments, specific solutions are delivered using the collection and interpretation of high-quality data.

In China, we have a close cooperation with Tsinghua University, Beijing.

Marketing, sales and support is delivered through a dedicated team of doctors and medical professionals.

Our launching customers are Insurance (New China Life Insurance) and Nursing homes in Shanghai and Beijing.

专业高级护理：品质更高成本更低

NIHW（荷兰卫生保健和健康研究所）制定改善老年护理的解决方案。

NIHW解决方案实现了更好的护理质量、寿命更长的客户、高效的护理计划和更低的成本。

我们的解决方案由30多个国家的国际研究人员网络开发的在线问卷集和算法组成，致力于改善残疾或医学复杂人员的护理。

在各种高级护理部门中，具体解决方案使用高品质数据收集和解释进行交付。

在中国，我们与北京清华大学紧密合作。

营销、销售和支持通过专业医生和医疗专业人员团队提供。

我们的发起客户是位于上海和北京的保险（新华人寿保险有限公司）和护理客户。



Adeline Schiphuis-Piël
CEO



Alfons Schiphuis
CEO

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Residentie Buitenzorg

Residentie Buitenzorg (RB) is a Dutch healthcare organization. We consider ourselves as healthcare innovators with a strong focus on healthy ageing concepts based on cultural identity. We strongly believe that 'happy ageing' is one of the most fruitful and efficient concepts for a sustainable future of elderly housing and care. In this respect we co-operate on a scientific level with organizations like Hanze University and UMCG. We like to share our knowledge and experience with Chinese counterparts, as it concerns for example organizational management, development of senior housing and nursing homes as well as sustainable elderly care concepts. Originally we provide care to elderly with a Eurasian background and to elderly in the private sector of senior housing and care. The company is a family run foundation. Our motto is 'With us you feel An Ye'. Originally RB provides care for elderly Dutch people who came back to Holland after the 1950's, Moluccans and people who feel related to these cultures. RB shares its knowledge and experience on care for elderly from specific cultures with international companies. We provide the following services: housing for elderly, a centre for daytime activities, healthcare at home and in a nursing home. All services are provided to the highest standards with a professional medical staff, qualified nurses and with volunteers. Our vision is: when our elderly feel An Ye, it benefits their health. For this reason RB invests in cultural aspects in everyday life: ambiance, language, food, daily activities, etiquette, customs, music.

RB 是荷兰的一家健康组织，为拥有特定文化背景的老年人提供护理。服务也包括私营范围内的老年人护理。该企业是一家家族式运作的基金会。我们的格言是“和我们一起您感受安逸”。RB最初护理于1950年后返回荷兰的荷籍老人、摩鹿加人以及和这些文化背景相关的人。RB和各国国际公司交流有关特定文化下的老人护理知识，分享护理经验。RB提供如下服务：为老人提供住房、日常活动中心、家内健康护理和疗养院。由专业医务人员、具备职业资格的护士及志愿者来保障最高的服务标准。我们的目标是：我们的老人感到安逸，这会有利于他们的身体健康。正因如此，RB在日常生活护理里植入文化因素投资，如氛围、语言、饮食、日常活动、礼仪、习俗、音乐。



Hans Bracht
CEO

RMI Pharmaclogistics

RMI Pharma Logistics is fully focused on optimizing the medication distribution process in the Pharmacy. Our goal is to provide efficiency solutions by utilizing a process, involving our expert consultants as well as incorporating new, proven technology. RMI provides custom solutions to improve the performance quality of the pharmacy, as well as the connected hospital departments, which in turn will increase healthcare quality for the patient. RMI is working together with technical partners and our own team of experienced pharmacists (retail, hospital, operation and wholesale), ICT experts, and logistical experts. Our current activities are extended to the Home Health Care in the environment of elderly. We develop these programs with one of the biggest pharmacies (apotheek de Volharding in The Hague) in the Netherlands. Purpose of the programs is to increase the added value of medicines.

RMI Pharma Logistics 完全专注于优化药剂业的药物配送流程。我们的目标利用我们的专家顾问以及吸收全新的成熟技术，用流程来提供有效解决方案。RMI 提供定制化解决方案以提高药剂的性能质量，以及有关联的医院科室，而这反过来又会提高患者的医疗保健品质。RMI 与技术合作伙伴以及我们自己的经验丰富的药剂师（零售、医院、经营和批发）、信息和通信技术专家和后勤专家团队合作。我们目前的经营活动已经扩展到老年人生活环境中的家庭保健。我们与荷兰最大的药店之一（海牙 apotheek de Volharding）共同制定这些计划。这些计划的目的是增加药物的附加值。

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Robin Bäcker

International Business Developer

RNW Media

RNW Media (former Wereldomroep) is an international organization with over 70-years of media experience. We work in 12 countries around the globe. In 2008 we started our activities in China with the Helanonline platform. Currently the digital channels of Helanonline.cn have over 500.000 social media fans and over 30.000.000 views a year. Via a commissioned media approach we offer access to the most important social media channels in China like Weibo and We Chat. On top of that access to 60 Chinese media partners in online, print and television and radio. The Helanonline.cn platform is about: Innovation, Sustainability and Corporate Social Responsibility. Themes that are attractive and not sensitive for both China and the Netherlands. We make articles, video's and press information of 'best practices' of Dutch companies, knowledge institutes and governmental organisations. We provide a bridge to China via our services. Ultimately, this information flow boost the bilateral cooperation between China and the Netherlands.

荷广传媒（原Wereldomroep）是一个国际组织，拥有超过70年的媒体经验。我们在全球12个国家运作。2008年，我们通过Helanonline平台开始了在中国的运营。目前，Helanonline.cn数字频道拥有超过500000名社交媒体爱好者且每年查看次数超过30000000次。通过现有媒体方式，我们可以访问中国最重要的社交媒体频道（如微博和We Chat）。最重要的是可以以网络、平面、电视和电台形式接触60家中国媒体合作伙伴。Helanonline.cn平台有关以下事项：创新、可持续和企业社会责任。主题有吸引力，且都不是中国和荷兰的敏感话题。我们制作荷兰公司、知识机构和政府组织有关最佳实践的文章、视频的和新闻信息。通过我们的服务我们提供了通往中国的桥梁。最终，这些信息流促进了中国与荷兰之间的双边合作。

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PHILIPS



Helen Zhu

Vice President of Government and
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Royal Philips

Royal Philips is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' wholly owned subsidiary Philips Lighting is the global leader in lighting products, systems and services. Headquartered in the Netherlands, Philips posted 2015 sales of EUR 24.2 billion and employs approximately 104,000 employees with sales and services in more than 100 countries.

皇家飞利浦是一家领先的健康技术公司，专注于改善人们的健康并实现整个健康连续体的更佳结果，从健康生活和预防一直到诊断、治疗和家庭护理。飞利浦采用先进技术以及丰富的临床和消费者洞察，提供综合解决方案。该公司是诊断成像、图像引导治疗、患者监护和健康信息以及消费者健康和家庭护理领域的领导者。飞利浦全资子公司飞利浦照明是照明产品、系统和服务领域的全球领导者。飞利浦总部位于荷兰，2015年公布的销售额为242亿欧元，雇佣约104000名员工，在100多个国家销售并提供服务。

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Task Force Health Care

The Task Force Health Care (TFHC) is a not-for-profit platform which stimulates cooperation among organisations within the Dutch life sciences & health sector and promotes sustainability in healthcare internationally. The partners in the platform are Dutch knowledge-institutes, NGOs, the government and companies active in the healthcare sector.

The TFHC facilitates its partners in exposing their innovative and sustainable healthcare solutions to the rest of the world and to create awareness on the latest developments and solutions in healthcare.

The TFHC organises numerous activities on a weekly basis such as economic (trade) missions, Holland Pavilions at medical exhibitions, seminars and conferences, visitor programmes in The Netherlands and so forth. Next to these we act as a portal towards the Dutch life sciences & health sector, a knowledge centre for our partners and a neutral discussion partner for Dutch and foreign governments.

Task Force Health Care (TFHC)是一家非赢利性的平台，旨在促进荷兰生命科学与卫生部门内部组织之间的合作以及医疗保健的国际性可持续发展。该平台的合作伙伴是荷兰的知识机构、非政府组织、政府以及活跃在医疗保健行业中的公司。

TFHC 推动其合作伙伴将自己的创新和可持续医疗保健解决方案让世界其他地区了解，建立对医疗保健最新发展和解决方案的认知度。

TFHC 每周举办各种活动，如经济经贸代表团、医疗展览荷兰馆、研讨会和会议、荷兰访问者计划等。除此之外，我们还是进入荷兰生命科学和健康领域的门户、合作伙伴的知识中心以及荷兰政府与他国政府进行谈判的中立合作伙伴。



Thérèse van den Hurk
Senior Director & Chair



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Senior Director

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Teresa Happy Care

Teresa Happy Care provides total solutions for the growing market of senior-care in China. Our professionals bring you the knowledge and expertise to attain excellent customer satisfaction and healthy profits.

We implement localized European senior-care concepts for homecare, day-care, rehabilitation hospitals, care hotels and nursing homes. Our models are fully standardized. We supply extensive sets for: Nursing-, Treatment- and medication protocols, Process Models, Training Programs, Quality Audits as ISO 9001, Client Records.

Our main services are:

- Profitable business cases
- Designing 'fit-for-use' buildings
- Recruitment and training of local staff to assure European quality level
- Deployment of Dutch managers and staff
- Operations

In recent years we realized several project in China. These projects profited from the expertise and knowledge that has been built up in numerous European senior care projects. We are looking for entrepreneurs that want to successfully enter the silver industry or improve their performance.

Teresa Happy Care 为中国不断增长的老年护理市场提供了整体解决方案。我们的专业人员为您带来了实现卓越客户满意度和健康利润的知识和专长。

我们针对家庭护理、日间照料、康复医院、护理酒店和养老院实施本地化的欧洲老年保健理念。我们的模型完全标准化。我们提供以下各种配套：护理、治疗和药品协议、流程模型、培训计划、ISO 9001 质量审核、客户记录。

我们的主要服务有：

- 盈利业务案例
- 设计“适用”建筑
- 招聘并培训本地员工以确保欧洲质量水平
- 部署荷兰管理者和员工
- 运营

近年来，我们在中国实现了多个项目。这些项目受益于在无数欧洲老年护理项目中积累的专业技能和知识。我们正在寻找希望成功进入老龄产业或提高自己的成绩的企业家。



Matthijs Oudkerk
Professor doctor

University Medical Center Groningen

The University Medical Center Groningen, the Shanghai ChangZheng Hospital, Shanghai General Hospital and the Tianjin Medical University Cancer Institute and Hospital have embarked in collaboration for prevention and treatment of the so-called Big-3 diseases (Lung cancer, COPD and cardiovascular diseases). This collaboration will take place in the context of Early disease prevention in the elderly.

The so-called Big-3 are highly prevalent in the general population and are expected to cause most deaths by 2050 in China and the Western world. The aim of the Netherlands-China Big-3 screening (NELCIN-B3) project is to improve the early detection of lung cancer, COPD and cardiovascular disease in asymptomatic (population-based) participants in China and the Netherlands to provide a one-stop-shop screening solution for the so-called Big-3 diseases.

格罗宁根大学医学中心，上海长征医院，上海市第一人民医院和天津医科大学肿瘤医院已开始了针对三大疾病（肺癌、慢性阻塞性肺病和心血管疾病）的预防和治疗的合作研究。该合作将针对老年疾病的早期预防。

该三大疾病普遍存在于一般人群，并预计成为2050年中国和西方国家死亡率最高的疾病。荷兰与中国的Big-3 screening (NELCIN-B3) 项目的目标是针对中国和荷兰无症状群体（以社区大群体为基础），改进对肺癌、慢性阻塞性肺病和心血管疾病的早期诊断，提供三大疾病的一站式筛查解决方案。

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Wissner-Bosserhoff

wibo is a leading provider of innovative high quality beds, mattresses, furniture and complete service solutions to hospitals, nursing and retirement homes. wibo focuses on customer-oriented product development based on excellence in technology and design capabilities; wibo is member of LINET Group.

Company at a glance:

- #1 manufacturer for hospital and nursing beds in Europe
- Market leader in Germany, Netherlands, Switzerland and Austria

in the nursing segment

- Headquartered in Dordrecht, Netherlands
- 2 production sites (Germany and Czech Republic)
- 15 subsidiaries
- > 80.000 beds sold in 2015/16
- > most prestigious university hospitals equipped
- > 10.000 nursing homes equipped

TWO BRANDS UNDER ONE NAME

LINET Group SE combines two strong and traditional brands:

- In healthcare the holding represents sophisticated beds and customised intelligent solutions of LINET, a company founded in 1991.
- Wissner-Bosserhoff has been bringing aesthetics and functionality to top quality beds and furniture for nursing homes since 1952.

wibo是一家为医院、疗养院和养老院提供创新性高品质床、床垫、家居以及整套服务解决方案的顶级供应商。wibo凭借其卓越的技术和设计能力，专门从事以顾客为中心的产品开发；wibo隶属于LINET集团。

企业概况：

- 欧洲排名第一的医院和疗养院用床制造商
- 德国、荷兰、瑞士和奥地利护理领域的市场领军者
- 总部位于荷兰多德雷赫特市
- 2家生产基地（德国和捷克共和国）
- 15家子公司
- 2015/16年销售了80,000张床
- 为1,000家知名大学附属医院供货
- 为10,000家疗养院供货

一个名称，两种品牌

LINET Group SE联合了两大传统品牌：

- 在医疗保健领域，该子公司成立于1991年，提供LINET精细床组和定制化智能解决方案。
- 自1952年起致力于为疗养院的顶级品质床组和家具赋予美学和功能特性。



YUEN LAW FIRM
卓越國際律師事務所



Patty Yuen
Attorney-At-Law

Yuen Law Firm

Yuen Law Firm and EC Legend

Yuen Law Firm is a Dutch Law Firm with a broad National and International Commercial Trade and Corporate Law practice, mainly focusing on China-business. With almost 25 years of experience Patty Yuen, founder of Yuen Law Firm, is acting as legal counsel of different prominent Chinese organizations and companies in the Netherlands, including the Embassy of the People's Republic of China in the Netherlands. Several years ago the firm won "the Golden Sandglass" prize and has been named as "the Best Leading Niche Office of the Netherlands".

Since 2012 Patty Yuen founded EC Legend B.V., a professional business consulting firm focusing on Investments, Business Consulting, Mergers and Acquisitions and Trading. In 2016 EC Legend launched an investment program regarding real estate properties for private Residential care homes in the Netherlands and project management in care home developments.

Patty Yuen speaks fluent Dutch, English and Chinese (both Mandarin and Cantonese).

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卓越国际律师事务所和EC Legend公司

卓越国际律师事务所是一家涉及国内外贸易法和公司法的律师事务所，专注于中国事务，在过去的二十五年中积累了丰富的经验。袁凤欣律师是卓越国际律师事务所的创始人，为多家中国公司和荷兰公司提供专业且全方位的法律服务，其中也包括中国驻荷兰大使馆。之前曾经获得金沙漏奖项，被评为荷兰最佳律师事务所。2012年袁凤欣创立了EC Legend公司，是一家专业于投资、商务咨询、收购合并和贸易的公司。

在2016年EC Legend在荷兰开始了私立老年疗养中心的房地产投资和项目管理发展。

袁凤欣可以使用流利的荷兰语、英语和中文（普通话和广东话）进行沟通。

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Albert Garlich
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ZiuZ Visual Intelligence

ZiuZ is a leading innovative company in the development and application of visual intelligence technology. We are a commercial company with a socially responsible attitude. We want our products to contribute to solving issues relevant to society, so we create practical, user-friendly solutions for police and security services, and for the medical world. In doing so, we help our customers to get back grip on the ever increasing amounts of photo and video material by automatically analysing the contents of this material. Within the pharmacy world we provide solutions for automatically checking medication dosage bags that are being produced by dispensing robots. For the high volume packaging pharmacies we provide our Photon system that can check up to 5.400 pouches per hour. For the mid sized and low volume packaging pharmacies the IRIS is the system of choice. Our solutions work with every dispensing robot (Tosho, JVM, Yuyama, Panasonic, etc.), are easy to install and maintain and we provide support through our worldwide partner network

ZiuZ 是开发和应用视觉智能科技领域的领先创新型公司。我们是具有社会责任态度的商业公司。我们希望我们的产品有助于解决社会相关问题，以便我们为警察和安全服务，并为医学世界制定用户友好的实用解决方案。如此，通过自动分析材料内容，我们帮助我们的客户抓住数量不断增加的照片和视频材料。

在药剂业世界中，我们提供解决方案自动检查由配药机器人生产的药品剂量袋。对于大容量包装药剂，我们提供 Photon 系统，其每小时可以检查多达 5400 袋。对于中低容量包装药剂，IRIS 系统是您的选择。我们的解决方案与每一个配药机器人（Tosho、JVM、Yuyama、Panasonic 等）合作，易于安装维护，我们通过全球各地的合作伙伴网络提供支持

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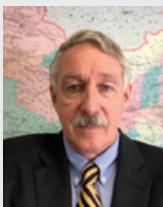


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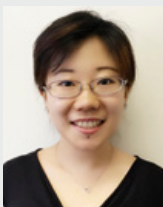
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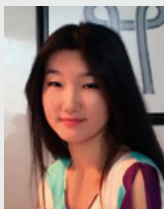
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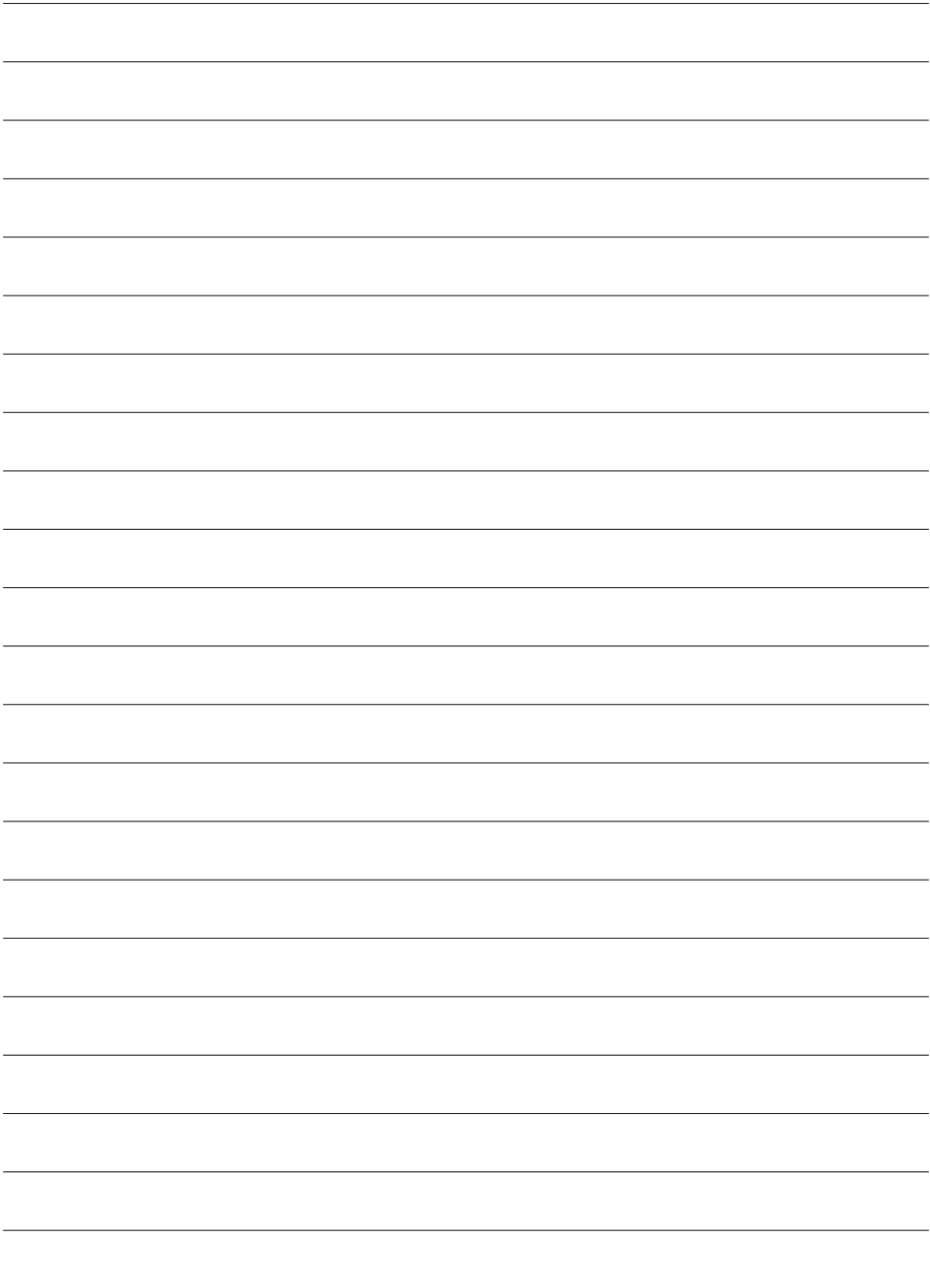
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