

# OPENING THE DOOR TO CHINA LIFE SCIENCES AND HEALTHCARE MARKET

OUR EXPORT GROWTH  
SERVICES

## WHY DO COMPANIES FAIL TO TAP INTO CHINESE MARKET?

### Recurrent Problems

- Adapting to market dynamics
- Underestimating market size
- Unreliable partner
- Cultural differences
- Weak leadership
- Lack of support within the different business units
- Developing and retaining China's Hand Expertise
- Corporate culture

### Reasons

- Product portfolio flexibility
- Omissions during market research efforts
- Different goals among business units
- Truth or false
- Compliance
- Lack of China's Hand Talent and industry knowledge



Strategy



## CHINA'S PHARMACEUTICAL INDUSTRY IS CREATING NEW SOURCES FOR LONG TERM GROWTH

China continue on its path to become a developed economy. Between 2011 and 2018, disposable income grew by 80% in urban zones and 108% in rural zones.

In 2035, is expected that 345 million people in China will have more than 65 years old.

This escenario represents both multiple opportunities but at the same time challenges to tap into life sciences and health care market in China.

Foreign companies planning to export or expand their existing business need to focus in three main aspects:

- Regulatory compliance: failing to comply leads to failure and costly experiences.
- Market assessment: understanding market drivers is as important as understanding your business partners.
- Adapt not only products to Chinese consumers but as well as preparing your company to navigate within the uniqueness of this environment.

# YOUR PARTNER TO GROW YOUR BUSINESS IN CHINA

China has different attributes that will continue to impact the development of life sciences and health care industry within and beyond their boundaries.

While the asian nation has undergone concerted development the last two decades to improve healthcare access through insurance reform, infrastructure investment and market expansion of private hospitals and insurance; there is still much to do:

1. Rural vs urban disparities.
2. Overcrowding at tertiary hospitals.
3. The needs of the growing elderly population.

The healthcare system reform in China will continue to move forward to meet health needs, building a more agile regulatory framework while improving people's health.

Public policies will also promote greater convergence with international health standards (ICH)

China has a solid foundation for manufacturing active pharmaceutical ingredients, equipments, consumables and medical devices.

Pharmaceutical industrial policy has also helped to create specialized clusters, that will continue to be strategic for the supply chain of pharmaceutical industries across different countries in the world.

Both its exports and imports will continue to growth. The asian nation is at the same time highly depended of other economies from substances, parts, equipments, as well as medical devices Class II and Class III.

At Keno Pharma we designed Export Growth Services designed to assist you to export to China in a low cost, low risk and practical way.

Our aim is to fast track your success in China.

38%

*of imports related to Chinese Traditional Medicine in first semester of 2020 were natural extracts.*

10%

*of raw materials imported to produce medicines in China were related to cardiovascular medicines, in first semester of 2020.*



## OUR EXPORT GROWTH SERVICES TO CHINA

For foreign companies tapping into Chinese market for the first time or planning to increase existing sales, we offer a very efficient and simple approach to execute their business development plans:

### **Stage One: Market Assessment of your product in China**

Before committing more significant resources to develop Chinese market, our team of professionals runs a preliminar assessment of regulatory requirements to export your good to China as well as we conduct a product specific market assessment to better estimate market size, import drivers and ultimately build a fact based approach to sales development goals in a strategic way.

### **Stage Two: Keno Pharma Sales Accelerator**

If after Stage One we conclude that there is a sizable opportunity for your product in China, we will assign a dedicated Business Development Professional to execute a business development program.

Our Business Development Professional, will work not only as the main face to potential clients but as well as coordinating foreign trade, accounting, compliance and logistic department within Keno Pharma and the designed contact within your company to maintain an smooth export process to China.

During our business development process we will maintain an on going close communication regarding leads, compliance issues and will provide a monthly executive report for decision makers within your company.

# HOW DO WE BEGIN?

## STEP ONE

Get in touch with us. We will be happy to provide further information on our services as well as will request you to help us fill a simple questionnaire to begin our assesment.

## STEP TWO

After having understood your company goals and receiving the questionnaire we will run a preliminar research to come to a conclusion if it makes business sense to continue or not.

As we operate in a highly regulated industry our assesment are also valuable to decide whether or not makes sense as a company to spend significant amount of resources in product registration and developing the market.

## STEP THREE

We will provide you our Assesment Report and main findings of our analysis, to help you make the best decision for your company expansion goals.

## STEP FOUR

If you decide to sign into our Export Sales Program, let our team to find long term growth in the most dynamic market in the world.

What else you shall know?

- Preliminar assesment is free of charge.
- Export Growth Services Program (EGSP) is comprised of a fixed fee and commissions.
- If the participant stays in the EGSP for above a year and we reach our sales goals (Fixed Fee of EGSP), will be deducted from our commission.

We do not provide legal counsel for product registration, during our EGSP, but we represent your company into specific services providers and regulatory agencies, during the process.



## ABOUT US

Keno Pharma was established in Beijing in 2009. Since then we have worked in becoming a highly competitive company committed to the development of life sciences and health care industry between China and the markets we operate.

For this purpose we provide value added services and goods to the supply chain of leading companies in the pharmaceutical, chemical, cosmetic and food industries in Russia, CIS Countries, Spain and Mexico.

Our company has more than ten years partnering with a wide base of leading industry leaders to supply machinery, consumables, and raw materials to around 100 clients in more than 10 countries.

They rely on us to provide them with new technologies, consumables and materials, so they can focus in developing and manufacturing health care products that improve peoples life.

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