

MELCHERS HEALTHCARE

JANUARY 2022
BEIJING, CHINA



MELCHERS CHINA INTRODUCTION

www.melchers-china.com



**THE MELCHERS GROUP
YOUR GLOBAL PARTNER
FOR FUTURE MARKETS AND ASIA**

Experienced. Reliable. Forward-Thinking.

Since 1806



ESTABLISHED

1806 in Bremen, GER



OWNERSHIP

privately owned



COMPANIES

50



GROUP NET SALES

500m EUR



EMPLOYEES

1,700



IN CHINA

since 1866

VISION & MISSION



GROUP VISION

We work together to become a leading partner in building and developing lasting business across industries, applications and continents, while positively impacting the society we relate to.



CHINA MISSION

We are the long-term oriented holistic partner for foreign companies doing business with China, that provides value-added solutions and services tailored to their individual needs across industries and sectors.

CORE VALUES

RESPONSIBILITY

We share responsibility for the success of our clients and business partners. We proceed carefully, diligently and with a strong sense of ownership.

We develop partnerships over time and strengthen them in different stages. Our support for clients, partners and employees remains strong even in difficult times.

RELIABILITY



OPENNESS

We practice a culture of openness, characterized by honesty and respect – our aim is solid working relationship based on mutual trust and feedback; where everyone is treated fairly and where everyone has an opportunity to develop and contribute.

We want to play a part in shaping the future. Besides the entrepreneurial know-how, we have the necessary focus and perseverance.

DETERMINATION

MELCHERS CHINA AT A GLANCE

€ 199m

2019

Originated Revenue

>60

all sectors

Brand Partner

16

sales side

Industries Served

17 Locations



Employees

>430

average

Key Competencies



Sales & Marketing



After Sales Services



Retail Services



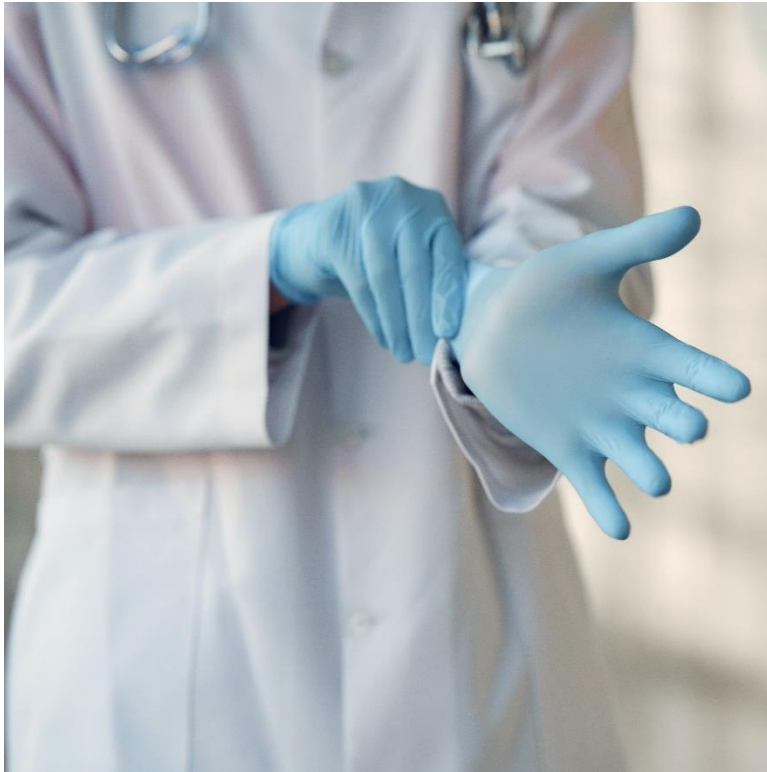
Corporate Services



MELCHERS HEALTHCARE

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INTRODUCTION



We strive to become a professional partner of foreign healthcare brands in Greater China.

Our longstanding experience and knowledge along the value chain of the Chinese healthcare industry through sales, management, and compliance activities, as well as corporate services enables us to offer tailored and brand-oriented market approaches for all our partners.

We help our selected brand partner understand the Chinese healthcare market, quantify the scale and the competitor landscape, and identify short, mid, and long-term opportunities for market growth.

We take equity shares in our partners' China operation with a focus on long-term partnerships, if desired.

SECTORS AND BRAND PARTNER



Pharma & Med. Devices

Dr. Franz Köhler Chemie

OCULUS Optikgeräte



Medical Consumables

Tosama



Pharma Packaging

Hoffmann Neopac



Pharma Machinery

AISA Automation

DIOSNA Dierks & Söhne

Pamasol Willi Maeder

Steriline

Symex

SERVICE SCOPE

Sales & After-Sales



- Localized sales strategy
- Nationwide active sales and service operations, including tender management
- NMPA registration mgt
- Registration and management of procurement platforms
- Training and commissioning
- Customer service incl. repair, and technical support
- Spare parts management
- Joint laboratories, customer or service centers

Marketing & Communication



- Academic, branding and promotion events
- Media & PR activities
- Trade show and conference participation
- Market, trends, technology and competitor insights
- Set-up and running of digital presence in China, e.g. Website, WeChat, Weibo

Import & Warehousing



- Import & Export to/from China
- Customs clearance and local distribution
- Warehousing mgt (incl. cold-chain)
- Inventory management
- Spare parts management

Corporate Services



Leveraging Melchers Platform to start and run operations in China

- Finance & Accounting
- Human Resources
- Administration & Legal
- Compliance management
- Management representation
- Office solutions & IT support
- Equity investing

Incorporation of business entity

CASE STUDY – PHARMA & MEDICAL DEVICES



GOAL

Become a shareholder of a three-party Joint Venture of a German pharmaceutical company and provide corporate services



WHAT WE DID

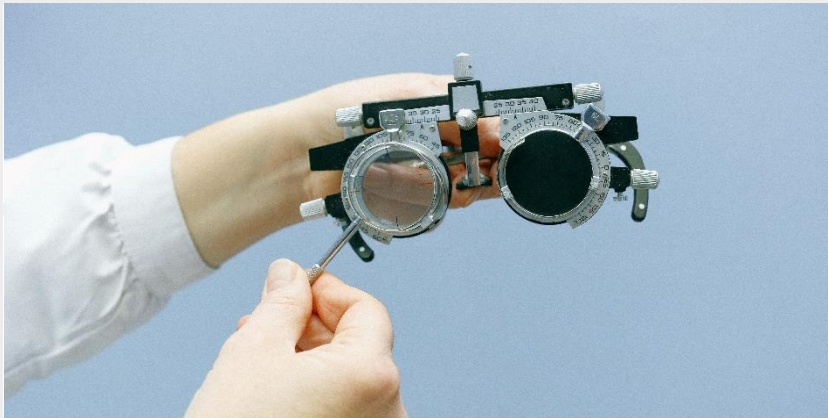
- Joint Venture company incorporation
- Taking equity share and becoming a shareholder of the JV
- Finance and Accounting services including monitoring of OPEX
- HR management and administration of staff
- Chairmanship of the Board of Directors
- Supervisory and compliance system
- Office space and IT support
- Maintaining stakeholder and governance relations



RESULT

Providing a “one-stop shop” administration and supervision solution and ensuring smooth and compliant day-to-day operations

CASE STUDY – PHARMA & MEDICAL DEVICES



GOAL

Provide Corporate Services to Asia HQ of a German manufacturer of ophthalmological instruments in Hong Kong



WHAT WE DID

- Accounting services
- Financial Reporting
- Payroll services for all employees in Asia (HK and SEA)
- Administration and back office services



RESULT

Ensuring smooth running of clients' business in Asia and allow their focus being solely on operations

CASE STUDY – MEDICAL CONSUMABLES



GOAL

Drive sales and marketing activities for a Slovenian producer of medical tampons towards Chinese TCM manufacturers



WHAT WE DID

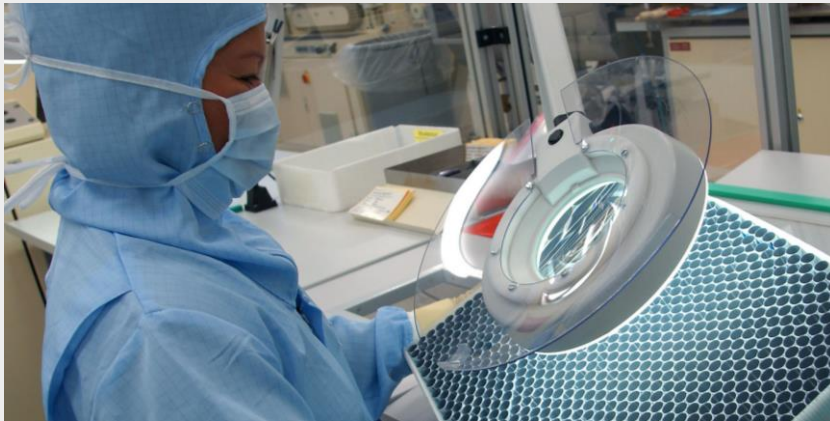
- Act as sole sales partner for the Chinese pharma industry
- Key account management to TCM manufacturers
- Order management, consolidation and logistics
- Provide after-sales services
- Assist TCM companies for the filing of applications at healthcare authorities in China
- Assist brand partner in participating in exhibitions in China



RESULT

Developed TCM key accounts with annual delivery of several dozens of million medical tampons to China

CASE STUDIES – PHARMA PACKAGING & MACHINERY



GOAL

Grow market participation through sales and marketing activities for international manufacturers of pharma packaging and machinery



WHAT WE DID

- Managing China-wide sales networks with sales and service teams in several locations
- Provide technical after-sales services, training and maintenance through own technicians
- Conduct marketing and branding activities, including digital
- Participating trade fairs and industry congresses in China
- Import and export of goods including customs documentation and handling



RESULT

Successfully launched several brands and new products in the Chinese market and maintained constant growth rates

CONTACT



Mike Hofmann, MBA

Managing Director
Melchers (Beijing) Ltd.

Beijing Tower Unit 503 · No. 10
Chang An Ave. (East) · Beijing
100006 · China

Tel. +86 10 6525 7775 - 300
hofmann@melchers.com.cn



LinkedIn



WeChat



Melchers_China



<https://www.linkedin.com/company/melchers-beijing-ltd>

Germany

Hong Kong

Mainland China

Singapore

Malaysia

Indonesia

Taiwan

South Korea

Sri Lanka

Thailand

Vietnam

Philippines

Myanmar

Cambodia

Pakistan