



香港醫療及保健器材行業協會  
Hong Kong Medical and Healthcare Device Industries Association

---

# HKMHDA Medical Fair Forum

## Hong Kong as the International MedTech Hub

Date: 16th May, 2023

Time: 10:00-16:00

Venue: The Stage, Hall 3E, HKCEC

---

# Program

HKMHDIA Medical Fair Forum : “Hong Kong as the International MedTech Hub”

香港醫療及保健器材行業協會論壇: 香港 – 國際醫療科技樞紐

Date: 16 May 2023 (Tue)

Venue: Hong Kong Convention and Exhibition Centre

Time		Content	Speaker
10:00 - 10:50 (HKT)		<b>Workshop on establishing business in HK &amp; the GBA</b>	Panelists
	10:00-10:10	Advantages of setting up MedTech companies in HK & the GBA	Rupert Mok & Fred Tung Hong Kong Medical & Healthcare Device Industries Association
	10:10-10:20	Regulation - China NMPA and the GBA Market Access	Mr. Melvin Nip Electrical and Network Assurance Manager Intertek Testing Services Hong Kong Limited
	10:20-10:30	Patent Protection in China	Dr. Jacqueline Lui President Eagle IP Limited
	10:30-10:40	Set up of Company & bank account in HK& the GBA	Mr. Henry Tse Senior Vice President of Global Payment Solutions Team Hang Seng Bank
	10:40-10:50	Q & A	Open to the Floor

# Program

Time		Content	Speaker
11:00am - 11:15am (HKT)		<b>Opening</b>	
	11:00-11:05	Hong Kong Medical and Healthcare Device Industries Association (HKMHDIA)	Dr. Lydia Leung Chairman Hong Kong Medical & Healthcare Device Industries Association
	11:05-11:10	Hong Kong Trade Development Council (HKTDC)	Ms. Sophia Chong Deputy Executive Director Hong Kong Trade Development Council (HKTDC)
	11:10-11:15	Invest Hong Kong	Mr. Andy Wong Head of Innovation and Technology Invest Hong Kong
11:15 - 13:10 (HKT)		<b>MedTech Ecosystem in Hong Kong &amp; the GBA (Session 1)</b>	
	11:15-11:30	Capturing Business Opportunities in Hong Kong's Thriving Innovation and Technology Ecosystem	Mr. Andy Wong Head of Innovation and Technology Invest Hong Kong
	11:30-11:50	Getting Started – Cybersecurity Regulatory Framework for Medical Devices	Mr. Melvin Nip Electrical and Network Assurance Manager Intertek Testing Services Hong Kong Limited
	11:50-12:10	Update on Medical Device Regulatory Matters for the Greater Bay Area (GBA)	Ms. Huang Jin Deputy Secretary General Shenzhen Medical Device Quality Promotion Association
	12:10-12:30	Strategic Approach to IP Protection for Biomedical Innovations in GBA and China	Ms. Jennifer Che Vice President Eagle IP Limited
	12:30-12:50	MedTech Product Design Session: "Design is not optional"	Mr. Pieter Lesage CEO StudioDott
	12:50-13:10	MedTech Product Manufacturing Session: "Advantages and Opportunities on medical manufacturing in the Greater Bay Area"	Ir. Raymond FU V. P. of Engineering Vincent Medical Holdings Limited

# Program

Time		Content	Speaker
14:00 - 15:40 (HKT)		<b>MedTech &amp; Innovations (Session 2)</b>	
	14:00-14:10	Restoring Women's Metabolic and Reproductive Health with a wearable device	Dr. Pierre Wijdenes Co-founder & CPO Neuraura (Canada)
	14:10-14:20	Reimaging Cognitive Impairment and Rehabilitation	Mr. Parsa Famili President and CEO Novatek International (Canada)
	14:20-14:30	Finnish innovations in Healthtech and MedTech	Dr Markku Tervahauta, MD, PhD Director General Finnish Institute for Health and Welfare THL (Finland)
	14:30-14:40	The HUR Solutions and Data Driven Preventive Health Care	Mr. Mathias Nylund Area Manager Greater China HUR Ltd (Finland)
	14:40-14:50	Innovating for Health: Our Success in Solving Varicose Veins	Mr. Erez Tetro CEO VVT Medical (Israel)
	14:50-15:00	Disruptive Cell Therapy for Non-Healing Chronic Wounds	Dr. Priyanka Dutta-Passecker Co-Founder & CEO Healiva (Swiss)
	15:00-15:10	Case Study: Navigating International Regulations for Medical Device Registration and Manufacturing	Mr. Steve Williams Director, CBE (Centre for Biopharmaceutical Excellence) (Austrade)
	15:10-15:20	Optoacoustics – The next generation in biomedical imagin	Mr. Philipp Bell Chief Commercial Officer iThera Medical (Germany)
	15:20-15:30	Bringing the power of AI Tech with autonomous monitoring to healthcare	Ms. Jessie Wong Marketing and Customer Success Manager Vitalerter (Israel)
	15:30-15:40	Soulpaint: Illustrating emotions and embodied experience in virtual reality	Ms. Sarah Ticho Director Hatsumi (UK)
	Closing		



# Speakers

---

## About the Speakers 講者簡介



**Fred Tung, Deputy Chairman and Executive Board Member, Hong Kong Medical and Healthcare Device Industries Association (HKMHDIA)**

Mr. Fred Tung is experienced in business units and in different geographic locations in Johnson and Johnson. Mr Tung is the Head, Government Affairs and Policy and serves as Business Council in Johnson and Johnson Hong Kong Limited. Prior to his current role, Mr Tung served as General Manager, Medical Devices Division of JnJHK, North Asia Leadership team and Broad Member of Medical Division of China, Johnson and Johnson. He has an extensive experience in Medical Devices and Healthcare supply industry. He started his career in Medical Devices field after his graduation as Physiotherapist.

In addition to his work in Johnson and Johnson, Mr Tung serves as Deputy Chairman of Hong Kong Medical and Healthcare Device Industry Association and Program Advisor for BioMedical Engineering courses of City University of Hong Kong. He is a Founder and Council Member of Hong Kong Private Hospital Operating Theatre Organization.



**Rupert Mok, Treasurer and Executive Board Member, Hong Kong Medical and Healthcare Device Industries Association (HKMHDIA)**

Rupert Mok graduated in the Master of BioMedical Engineering at University of New South Wales, Australia in 1984 and has developed his career in the field of medical devices with various roles as service engineer, sales & marketing executive, general manager and regional marketing manager in Asia Pacific for multinational companies.

His specialty is in cardiology with experience in diagnostic and monitoring equipment, ultrasound scanners, heart-lung machine for open heart surgery, vascular balloons & stents in percutaneous coronary intervention (PCI) and implantable pacemakers and defibrillators.

Rupert participated in pacemaker implants operations in catheterization theatre and follow up clinics. He interacted with doctors and patients to optimize the functions of pacemakers.

Rupert introduced remote monitoring (Cloud based) of heart failure patients with implantable defibrillators in Grantham Hospital and other Asia countries in 2011-2012.

# Speakers

---



**Melvin Nip, Manager, Electrical & Network Assurance, Intertek Hong Kong**

Melvin is a seasoned professional in the testing and certification industry for about 20 years, possessing in-depth product compliance knowledge and profound expertise in wireless, telecommunications, information & communication technology (ICT) and electrical medical equipment.

He not only manages the operations of product testing laboratories, but also provides advisory and training services to customers. He is also dedicated in business development and liaising with strategic partners for collaborative projects. Recently, he is also responsible for Internet of Things (IoT) and medical devices related testing and

certification services in regulatory, performance, cybersecurity, connectivity and interoperability perspectives, aiming at providing the right tailored solutions for the evolving sector.



**Dr Jacqueline Lui, President, Eagle IP Limited**

Dr. Jacqueline Lui, President of Eagle IP Group, founded the Group in 2005 after several years on the management teams of two large IP firms. She is a US patent agent who has been practicing in the patent field for more than 20 years in the Greater Bay Area. Jackie had deep patent experience in the areas of life science, medical devices, materials science, IoT mechanical and chemical engineering. Jackie specializes in cross-jurisdiction patent prosecution, and has been involved in advising Fortune 500 companies, HK/Nasdaq listed companies and startup companies on IP-related matters including strategic planning, patent drafting and prosecution, portfolio management, due diligence and enforcement worldwide. She has assisted several clients in building

patent portfolios for listing on the US, UK, and HK stock market. Jackie has been recognized as one of IAM Global Leaders by a leading IP magazine, Intellectual Asset Management (IAM). She has also been recognized as a Patent Star by IP Stars, and one of the world's Top 250 Women in IP by Managing IP Magazine. Dr. Lui holds both Ph.D. and MSc. in Biology from the University of Texas at Dallas and a BSc. (Bronze Tablet Scholar) from the University of Illinois, Urbana-Champaign. She is also the founding and current President of The Hong Kong Institute of Patent Practitioners Limited (HIPP).



# Speakers

---



**Henry Tse, Senior Vice President of Global Payment Solutions Team, Hang Seng Bank**

Mr. Henry Tse has been working in Global Payment Solutions Team for more than 3 years. With his professional advice and experience, various customers enjoy effective and efficient solutions with the Bank. He also involves in digital projects which establish digital transformation and win-win situation to both the Bank and customers.



**Andy Wong, Head of Innovation and Technology, Invest Hong Kong**

Mr. Andy Wong is the Head of Innovation and Technology at Invest Hong Kong (InvestHK), the government department responsible for attracting and facilitating foreign direct investment into Hong Kong. His key focused technology segments include biotech, medical devices, healthcare, AI and robotics, microelectronics, new materials, and green technologies.

Mr. Wong has wealth strategy consulting and business development experience in the high tech sector. Before joining InvestHK, Mr. Wong held various senior positions at a global leading consulting firm and a global Fortune 500 technology company specialising in corporate strategy and business development.

Mr. Wong graduated from the University of Birmingham, the UK with First Class Honor Degree in Electronic and Electrical Engineering, a Master Degree in Commerce from the University of New South Wales, Australia and a Master of Science in Real Estate from the University of Hong Kong. Mr. Wong is a Chartered Engineer (CEng) from The Institution of Engineering and Technology, the UK; and is a Member of the Certified Practising Accounting, (CPA) Australia.

# Speakers

---



**Huang Jin, Vice Secretary General, Shenzhen Medical Devices Quality Promotion Association (SZMDQA)**

Ms. Huang Jin has nearly 30 years of management experience in the medical devices industry. Since January 2022, she has been acting as Vice Secretary of Shenzhen Medical Devices Quality Promotion Association (SZMDQA). As a non-profit organization, SZMDQA is comprised of local medical equipment/ devices manufacturers, distributors and institutions. From 2006 to 2021, she was Vice Secretary of Shenzhen Association of Medical Devices (SAMD), another non-profit organization of medical devices industry in Shenzhen. She had been the Director Asia Pacific, Regulatory Affairs and Quality Assurance of OrbusNeich Medical (Shenzhen) Co., Ltd for around 8 years. OrbusNeich (formerly known as Neich

Medical, headquarter in HK) designs, develops, manufactures, and markets cardiology devices, such as bio-engineered and bare metal stents, balloon catheters and guiding catheters. Earlier, she worked as Manufacturing Manager, QA Manager and Six Sigma Black Belt successively at GE Healthcare. Before she joined GE, she was Service Engineer at Shimadzu Corporation (headquarter in Japan).



**Jennifer Che, Vice President and Principal, Eagle IP Limited**

Jennifer Che, J.D. is Vice President and Principal at Eagle IP, a boutique patent firm in Greater China with offices in Hong Kong, Shenzhen, and Macau. Jennifer Che is an MIT graduate and US patent attorney with a deep, multi-faceted understanding of cross-border (US-China) patent matters and the biopharmaceutical industry. She has over 20 years' experience working in Boston, one of the most vibrant biopharma hubs in the world. Jennifer built her career at Vertex Pharmaceuticals, an 80 billion USD S&P 500 pharmaceutical company, for over a decade before jumping into the start-up world. Most notably, Jennifer served as Vice President of IP and legal affairs at Axcella Therapeutics (a Flagship Pioneering company) and helped build its IP portfolio from the ground up. At

Eagle IP Jennifer helps clients protect their innovations with strategic, global, and cross-functional IP strategies. She also helps international clients execute smart patent strategies in Greater China. Jennifer holds a chemistry degree from MIT and her US law qualifications (Juris Doctor - JD) from Suffolk Law in Boston.



# Speakers

---



**Pieter Lesage, CEO, StudioDott**

Pieter is a visionary entrepreneur and CEO of Studio Dott, a design consultancy in Antwerp and Hong Kong. The company specializes in innovative and user-centric design solutions for physical and digital products, services, environments, brands, and strategies. Pieter is an esteemed educator and mentor in the design and startup communities and frequently shares his insights on design thinking, innovation, and entrepreneurship. His design philosophy prioritizes user research, co-creation, and design research, recognizing that human interactions and experiences should be at the core of innovation. Pieter believes that design is not just a luxury but a necessity for every business, helping to improve products and de-risk investments in innovation. His work has earned numerous awards, including Red Dot Design, James Dyson, Core77 Design, and Design for Asia Awards. Pieter's legacy as a pioneer in the design world continues to inspire designers and entrepreneurs.



**Mr Raymond Fu, V. P. of Engineering, Vincent Medical Holdings Limited**

Mr Raymond Fu is an executive Director of the company. He currently serves as the vice president engineering of the Group and a director of one of the subsidiaries of the Company. Mr. Fu joined the Group in June 1997 and is primarily responsible for overseeing the R&D and initiating product development through integrating technologies and techniques. He has over 25 years of experience in the medical device manufacturing industry. Mr. Fu obtained a bachelor's degree in engineering from the University of Hong Kong in December 1997 and a master's degree in business administration (general management) from the Hong Kong Polytechnic University in October 2009. He is a member of the Institution of Mechanical

Engineer and was registered as a chartered engineer in April 2008 and is a member of the Hong Kong Institution of Engineers. He was admitted as a member of the biomedical discipline of the Hong Kong Institution of Engineers through the founding member route in January 2007 and serves as a member of the committee of the biomedical division of the same institution.

# Speakers

---



**Dr Pierre Wijdenes, Co-founder & CPO, Neuraura**

Dr. Pierre Wijdenes graduated from the Ecole Nationale Supérieure de Cognitique in Bordeaux, France, with an engineering degree specialized in Human Factors and Product Engineering. He then worked at Essilor International before completing a PhD in Biomedical Engineering at the University of Calgary. He co-founded Neuraura with Claire Dixon and Colin Dalton while going through the Creative Destruction Lab accelerator program, and subsequently raised \$4M+ in funding (dilutive and non-dilutive) to further the development and testing of the company's core technology. He is now the President and Chief Product Officer leading the product and regulatory strategy along partnership and business development activities.



**Parsa Famili, President and CEO, Novatek International**

With more than 25 years of experience in the Life Sciences industry, Mr. Famili has led Novatek to become an international software innovation company in healthcare and pharmaceutical manufacturing with practical applications in space.

Novatek International is an innovation leader that has produced more than 15 distinct process-based, first-to-market software applications for the Life Sciences sector and has received numerous grants and awards from the IRAP, NRC, BCIP, the Government of Quebec and Government of Canada for innovation, R&D and export since its inception in 1996.

Mr. Famili is an international speaker and has published a number of chapters and articles in a variety of industry-specific scientific books and journals.

He is the recipient of the 2019 Businessperson of the Year award (Alpha 2019, Saint Laurent and TMR, Quebec). He has further extended his philanthropic arm by creating the Hope for Dementia Charity in 2016 to raise awareness of mental health issues.



# Speakers

---



## **Dr Markku Tervahauta, MD, PhD, Director General, Finnish Institute for Health and Welfare THL (Finland)**

Dr Markku Tervahauta is a Doctor of Medical Science, specialized in Public Health. He has a doctoral degree (PhD) in epidemiology from the University of Eastern Finland (the former University of Kuopio).

Director General Tervahauta has been working 15 years in clinical doctoral positions including in the occupational health care and about 25 years in leadership positions in municipal and national public health organizations.

Tervahauta has served as Director General of the Finnish Institute for Health and Welfare THL since January 2019. Before that, he served as Director General of the Department for Well-being and Services at the Ministry of Social Affairs and Health in the 2018. Before that, he worked at the local government level as Director of Health and Social Services, first in the City of Lahti since 2009 and then in the City of Kuopio since 2010. He worked as municipal manager of the Municipality of Leppävirta from 2005 to 2009.

Director General Markku Tervahauta is Executive Board member of The International Association of National Public Health Institutes (IANPHI). Director General Markku Tervahauta is also chairman of the National Nutrition Council. He is member of the Kela's Advisory Board, member of The Advisory Board for Public Health and member of the Delegation of the Diakonissalaitos, Deaconess Foundation.



## **Mathias Nylund, Area Manager for Greater China, HUR Ltd**

Mathias Nylund is the Area Manager for Greater China at HUR Ltd in Finland. HUR is producing digitalized strength equipment for rehabilitation and preventive age care, relying strongly on its 35-year-long history of research and creation of Medical Concepts.

Mr. Nylund has a long background in China, starting from studies at Beijing Language Institute and Beijing University in the mid-90s. He has furthermore built up and supervised factory production in Guangdong, and lived a total of six years in China.

# Speakers

---



**Erez Tetro, CEO, VVT Medical**

With over 18 years of experience in the healthcare industry, I have held various managerial positions with increasing responsibility. From Project Management to Sales and Marketing, I have gained in-depth knowledge and vast experience in various areas of the industry. I have also had the privilege of working for Johnson and Johnson, gaining experience in the vascular, general surgery, thoracic, gynecologic, neurosurgery, and other specialties.

Furthermore, my education in business administration help me led successful business development initiatives, M&A's, and organizational changes and restructuring. These experiences have further honed my ability to think strategically, make sound decisions,

and execute plans effectively.

My colleagues and friends often describe me as highly motivated, goal-focused, results-oriented, thorough, and a fast and flexible learner. I possess excellent interpersonal communication skills, with a keen awareness of service and an acute consciousness of my work's impact on patients' lives.

What sets me apart is my passion for making a significant impact in patients' lives, which drives my dedication to succeed in every aspect of my work. With a proven track record of getting things done, I'm confident in my ability to make a positive impact in any role I undertake.



**Dr Priyanka Dutta-Passecker, Co-Founder & CEO, Healiva**

Dr. Priyanka Dutta-Passecker excels in combining her scientific prowess (PhD in Neuroscience from Trinity College Dublin, Ireland) with her qualified business expertise (dual MBA Austria / USA ) to translate scientific advances to patient-oriented solutions. She has gained 12+ years of experience in pharma and biotech with key accomplishments in enzyme technology and cell therapy from Novartis (CH), UCB (B), Axol Bioscience ( UK) and Bioseutica (CH). Outside of her professional life she is an energetic supporter of diversity and female empowerment that culminated in her co-foundation of the WU EA Female Leaders Network in Vienna, Austria.



# Speakers

---



**Steve Williams, Director, CBE (Centre for Biopharmaceutical Excellence)**

Steve has over 45 years' experience in the Biotechnology, Pharmaceutical and Medical Device industries in quality and manufacturing, including 30+ years consulting in GMPs, Auditing, Quality Management Systems and Regulatory Compliance.

Steve conducts FDA and EU/TGA/PICs compliance audits and gap analyses, assists companies in remediation programs and prepares companies for regulatory inspection. He has also developed multiple training courses in PQS, GMP, GLP, Process Validation, Risk Management, Sterile Manufacture and Compliance. He specialises in biologics, sterile products, risk management and compliance training solutions for the Life Sciences Industry.

Steve is a registered auditor for the Australian Pesticides and Veterinary Manufacturing Authority (APVMA) and in this role, conducts GMP licensing audits on behalf of the Australian government. He is a past member of International Board of Directors for ISPE (voluntary position) and a current member of the Australian ISPE board of directors.



**Philipp Bell, Chief Commercial Officer, iThera Medical**

Philipp Bell joined the iThera team in 2011 as CCO responsible for finance and operations after co-founding an advising several high-tech startups in the United States. Before his startup activities, he was a consultant for McKinsey, working with leading high-tech and telecommunications companies. Philipp holds an MBA from WHU – Otto Beisheim School of Management and a Ph.D. in Business from RWTH Aachen University.

# Speakers

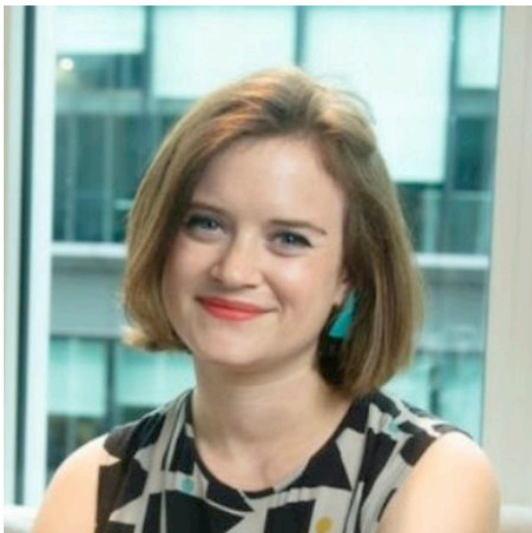
---



**Jessie Wong, Marketing and Customer Success Manager, Vitalerter**

Jessie Wong, Vitalerter Guangzhou Marketing and Customer Success Manager, is a highly skilled marketing and customer success professional with extensive experience in the technology industry. After graduating from Sun Yat-sen University and University of Birmingham with the degrees in Business Administration and Marketing, Jessie began her career at the multinational company, where she quickly became the go-to person for driving customer success initiatives. She was instrumental in creating and implementing marketing strategies that helped the company exceed its revenue targets. Her role at Vitalerter involves developing and executing marketing campaigns, building customer

relationships, and ensuring that customers' needs are met. She has been instrumental in expanding Vitalerter's reach in the Chinese market, and has helped the company grow and strengthen its customer base significantly.



**Sarah Ticho, Director, Hatsumi**

Sarah is a multidisciplinary entrepreneur working at the intersection of XR healthcare and the art. She produces XR experiences through her various roles as a founder and producer with Hatsumi, Explore Deep and Lemonade. She is also the co-founder XR Health Alliance who authored The Growing Value of XR in Healthcare Report, and continues to support the strategic adoption of XR in the UK. She has won numerous awards including the Unity for Humanity grant in 2023, and International VR Health Association's Hero Award in 2022. In her spare time is an End of Life Doula in training.



# Hong Kong

## Where Business Goes to Grow



In Hong Kong, your business has the perfect canvas to connect to all opportunities around the world, against a backdrop of unrivalled advantages:

- Strategic location
- Advanced infrastructure
- World-class talent
- Simple and low tax regime
- Range of financing options
- Convenient access to vast markets in the region

Invest Hong Kong supports your business set up and expansion in our city with free, confidential and customised services.

**Get in touch now at [investhk.gov.hk](https://investhk.gov.hk)**

#### Hong Kong office

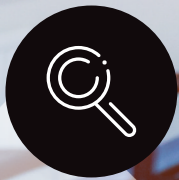
👤 Andy Wong, Head of Innovation and Technology  
☎ (852) 3107 1013  
✉ [andywong@investhk.gov.hk](mailto:andywong@investhk.gov.hk)  
📍 24/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong



Find Us on Social Media







# MEDICAL DEVICE TESTING & CERTIFICATION

**intertek**  
Total Quality. Assured.

Spanning your product life-cycle

**FIRST ISO 17025  
Accredited  
Electrical Medical  
Device Testing  
Laboratory in HK**

**On-site Medical  
Device Testing  
Solutions**

**After-sales  
Service Support  
for Local  
Importers and  
Distributors**



+852 2173 8888



2/F, Garment Centre, 576 Castle Peak Road, Kowloon, Hong Kong, China



[www.intertek.com.hk](http://www.intertek.com.hk)

## **Robot**

Air Solution





香港醫療及保健器材行業協會  
Hong Kong Medical and Healthcare Device Industries Association

Platinum Sponsor

Invest**HK**

Silver Sponsors

**intertek**  
Total Quality. Assured.

**Robot**

Bronze Sponsors

  
EAGLE IP  
鷹翅知產有限公司



恒生銀行  
HANG SENG BANK

Strategic Partner

  
HKTDC  
香港貿發局



**Hong Kong Medical and Healthcare Device Industries Association**

Address: Room 4, Unit 601, Core Building 1, Hong Kong Science Park,  
Pak Shek Kok, New Territories, Hong Kong

Tel: (852) 2191 0923

Email: [info@medicaldevice.org.hk](mailto:info@medicaldevice.org.hk)

Website: <https://www.medicaldevice.org.hk>

Linkedin: [www.linkedin.com/company/hkmhdia](https://www.linkedin.com/company/hkmhdia)