

NEW  
OPPORTUNITIES TO  
COLLABORATE ON  
ELDERLY CARE

CHINA

NL Health~Holland



## TRENDS AND CHALLENGES

China's population is ageing faster than that of other middle-income countries. By 2060, almost 400 million inhabitants will be 60 and older. This poses a number of healthcare challenges. That's why the Chinese government is looking for solutions to transform the country's healthcare system.

As part of a new collaborative programme, you can connect with Chinese stakeholders, present your solutions, and gain extensive knowledge about new elderly care initiatives in China.

One of China's most important government agencies, the National Development and Reform Commission (NDRC), has signed an MoU with the Dutch Ministry of Health, Welfare and Sport to address the challenges of its ageing society together.

Task Force Health Care coordinates the implementation of this MoU on the Dutch side. We closely collaborate with Vilans, the National Centre of Expertise for Long-term Care in The Netherlands. On the public side the Dutch embassy in China and the Netherlands Enterprise Agency (RVO), in addition to the Dutch Ministry of Health Welfare and Sport, are involved. We invite you to join this programme to seize the opportunity for Sino-Dutch collaboration.



Ministry of Health, Welfare and Sport

**Task Force Health Care**  
Dutch platform for the life sciences & health sector



## THE PROGRAMME AIMS TO...



**Promote and position** the Dutch elderly care policies and practices strategically.



**Identify** opportunities for Sino-Dutch cooperation



**Facilitate** partnerships by connecting you to your relevant Chinese counterparts.



**Facilitate** Sino-Dutch elderly care cooperation projects

We will do this through multiple public-private activities over a period of 3 years. These activities will include missions (incoming and outgoing), government-to-government (G2G) activities, policy fora, thematic seminars, and matchmaking. Participation is flexible, fees are attractive.

## FOCUS AREAS

Due to societal changes in China, elderly people may no longer exclusively rely upon their children as comprehensive providers of long-term care. This results in an increasing demand for elderly care solutions.

China wants to transform its healthcare system with a strong focus on home care, followed by community-based care at the second level, and institutional care for ultimate support. Given the profound experience of The Netherlands in pro-

-viding cost-effective home and community care solutions, we serve as an inspirational model for China.



## WHAT'S IN IT FOR YOU?

**Increase your business opportunities in China by...**

- presenting your solution** under the banner of a programme supported by both governments
- learning about relevant opportunities** and initiatives within China's elderly care sector
- sharing experiences** with like-minded stakeholders
- building a network** of relevant stakeholders and Key Opinion Leaders in Chinese long-term and elderly care, active in the public and private sector



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## KEEP ME INFORMED

- [YES, CLICK HERE](#)

Keep yourself up to date about the upcoming activities, including our kick-off session to learn more about the programme and how to participate.

## SHARE YOUR GOOD PRACTICES

As part of the implementation, we are mapping the Dutch elderly care landscape and corresponding good practices. Do you have a good practice that should be included? Please contact [Esther van den Heuvel](#), Programme manager Asia.

## ABOUT TASK FORCE HEALTH CARE

The platform for the Dutch Life Sciences & Health sector since 1996. Our not-for-profit platform supports Dutch companies, NGOs, knowledge institutions, healthcare providers and governments to realize their international ambitions. We actively represent the interests of the Dutch LSH sector to the Dutch government. For China, this has resulted in being designated as the executive partner of the MoU signed between the Chinese National Development and Reform Commission (NDRC) and the Dutch Ministry of Health Welfare and Sports. Currently, TFHC is also coordinating a Partners in International Business Programme on elderly care in China.