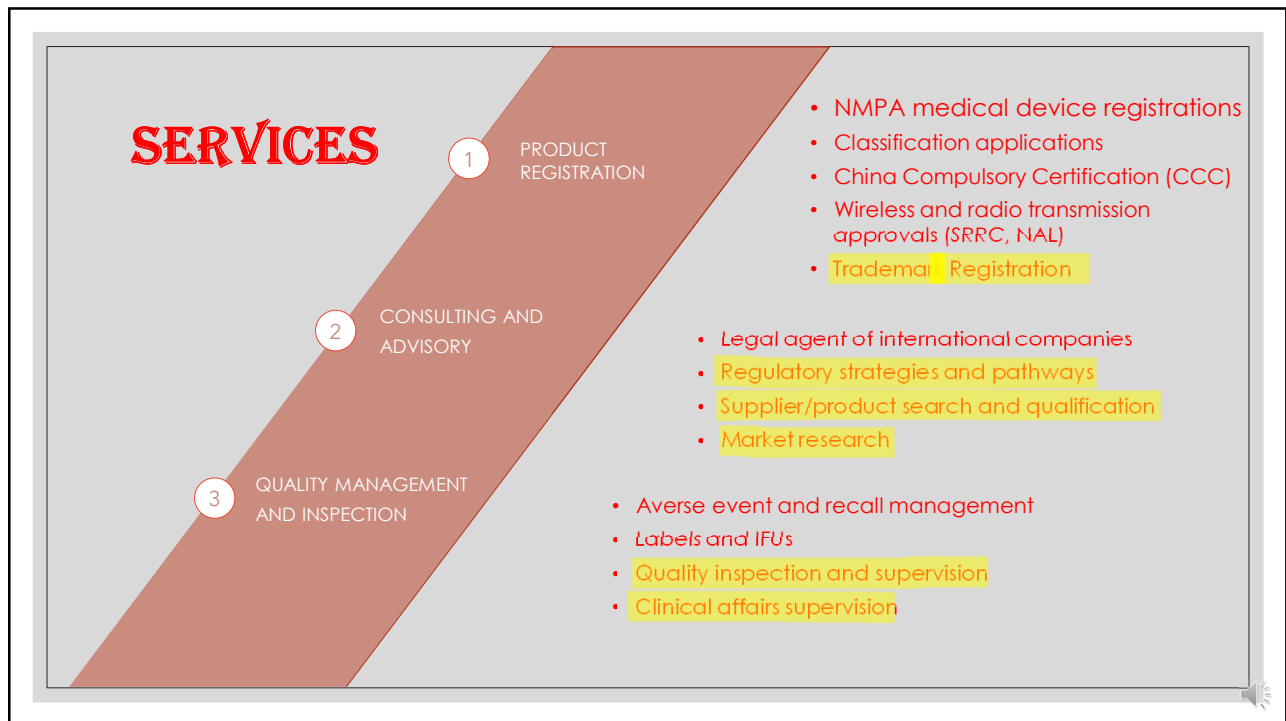




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2

YOUR  
SUPPORT TEAM

FOR ANYONE  
FROM ANYWHERE  
24/7, 365

## Consulting on Regulatory Strategy, Post Market, Operational Issues

- Chinese regulatory strategy and pathway discussions as part of Chinese business strategy or product launch
- Post market surveillance, distributor monitoring, adverse event reporting, dispute investigation / mediation / resolution
- Problem solving and resolutions on on-going operational issues
- Delivery:
  - by written reports or presentations
  - Via telephone calls
  - Via video conferencing - ZOOM, MS Teams, Webex, SKYPE, etc.

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3

Trademark  
Registration  
in China

TM

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4

### Why to register a trademark in China?

- Trademark is an identity of a business, should be protected in China.
- Chinese trademark law: first come, first serve.
- NMPA's company name registration  $\neq$  Trademark Registration
- Foreign company should register its English name AND the Chinese name.

### Whitney Consulting provides:

- Trademark search and verification
- Trademark application to China Trademark Office
- Monitoring progress during review and publication
- Providing feedback and updates to clients regularly

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Trademark  
Registration  
in China

TM

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## CHINESE SUPPLIER MANAGEMENT



Supplier Search



Supplier Qualification



Routine or For-Cause  
Inspections

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6

6



## CHINESE MARKET RESEARCH

OVERALL MARKET  
SPECIFIC OR REGIONAL MARKETS  
INDUSTRY SEGMENT  
PRODUCTS



7



8



## Clinical Study Clinical Evaluation

### Clinical Study Management


- Represent client's interests and convey client's intent and requirements to CROs
- Coordinate all parties to ensure smooth progress
- Problem-solving on all issues
- Reporting and tracking of progress

### Clinical Evaluation Report

- Research for Chinese and international publications
- Draft CER based on NMPA requirements
- Edit and finalize reports for submission

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## SERVICES



- 1 PRODUCT REGISTRATION**
  - NMPA medical device registrations
  - Classification applications
  - China Compulsory Certification (CCC)
  - Wireless and radio transmission approvals (SRRC, NAL)
  - Trademark Registration
- 2 CONSULTING AND ADVISORY**
  - Legal agent of international companies
  - Regulatory strategies and pathways
  - Supplier/product search and qualification
  - Market research
- 3 QUALITY MANAGEMENT AND INSPECTION**
  - Adverse event and recall management
  - Labels and IFUs
  - Quality inspection and supervision
  - Clinical affairs supervision

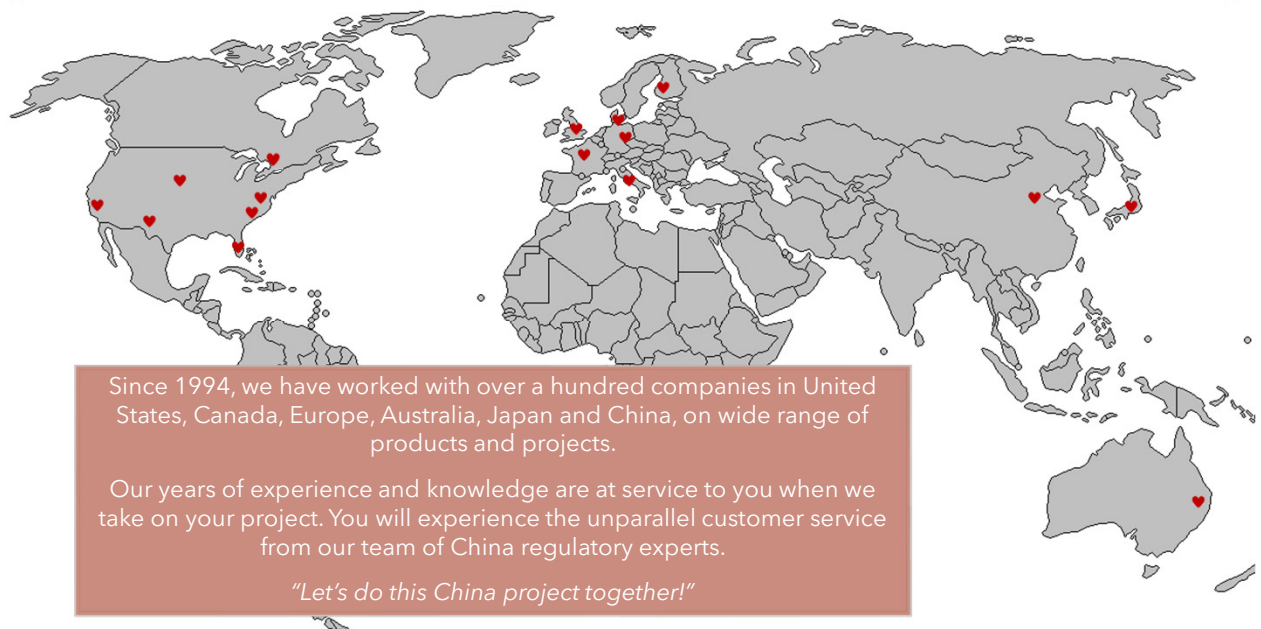
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## OUR STRENGTH

- More than two decades of experience in the Chinese medical market and **over 20 years** working with the Chinese and western medical device companies
- **Intimate** understanding of Chinese regulations, government agencies, customers and suppliers through daily business interactions
- **On-the-ground** expertise and knowledge of what really works, combined with solid knowledge of Chinese laws and regulations
- Highly effective **communication skills** across language barriers, business cultures, philosophy and practices
- Skilled negotiator, **mediator** and investigator through the Chinese government bureaucracy
- Western business **ethical** standard, **honesty** and **loyalty**
- **Highest** standard for performance and quality
- **Proven track record**

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