2014--Explore a New Era for China's Healthcare Industry

International Healthcare Services Industry Delegation Trip to Guangxi, China

Date: September 10-16, 2014

- China (Wuzhou) International Health Tourism Industry Investment Development and Resource Cooperation Conference
  September 10-12, 2014—Wuzhou Municipal People’s Government

- The 2nd China (Guilin) International Healthcare Services Industry Innovation Development Forum
  September 12-16, 2014—Guilin Municipal People’s Government

Organizer: Beijing Great-Idea International Healthcare Promotion Center
Contents
1. Introduction of Background
2. Exploration Focus & Cooperation Opportunities
3. Agenda & VIP Benefits
4. Introduction of Event 1, 2, 3
5. Introduction of Exploration City Industrial Resources

Great-Idea — The 18th Voyages of Discovery
Introduction of Background

Huge Business Opportunities—Government & Industry, Investment & Operation

2014 is the first year to carry out the “Several opinions on accelerating the senior services industry” and “Several opinions on promoting the healthcare services industry”. The key of the two files is to foster and develop the emerging industry of great potentials and to realize the transformation of China’s City Economic Structure.

China’s healthcare industry started relatively late. After the development of the industrial chains, the population increases a lot at a high speed, which has strengthened the industrial train market needs with a result of unbalance between the market supplies and demands and offering a strong motivation of consecutive development for the healthcare industries investment.

With the increase of demands of Senior’s Care & Healthcare Industries, the Tourism Real Estates Industries develop rapidly. Since 2011, Big Entrepreneurs from real estate companies like Vanke, Poly, China Resources Land, Greenland Group etc. have declared in a high profile that they would expand the healthcare industry market with a number of actions. For example, in 2013, Vanke Corporation signed a contract with Guilin Culture Truism City with a value of 25 billion RMB; and Poly Real Estate contracted with Shijiazhuang International Healthcare Town with a volume of 20 billion RMB in 2014 and so on. Till the year of 2013, the investment on China’s Tourism & Healthcare industries has exceeded a volume of one trillion RMB and the next ten years would be the Golden Years for China’s Healthcare Real Estate industry development.

China will have basically established the healthcare industrial system, covering the entire full life circles with a total volume of over 8,000 Billion RMB. The Healthcare Industry would be an important area of China’s national economic development in coming period, hiding a huge opportunity as well as huge space for the industrial development.

Who will attend?

- Real Estate Developers
- Real Estate Investors
- CEOs and Presidents from Real Estate Industries
- CEOs and Presidents from Green Environmental Protection Organizations
- Investors from Financial Institutions
- Industry Education & Professional Training Organizations
- Leaders from Local Municipal Governments
- City Planners
- Real Estate Consultants
- CEOs & Presidents from Healthcare Industries
- Real Estate Marketers
- Industrial Park & Operation Service Providers
- CEOs & Presidents from Tourism & Healthcare Industries
- CEOs & Presidents from Healthcare Management Enterprises
- CEOs & Presidents from Skilled Nursing Organizations
Exploration Focus & Cooperation Opportunities

“The 18th Great-Idea Voyage of Discovery” Healthcare Industry Delegation Trip to China, which relies on natural scenery, climate advantages, ecological environment, and ethnic culture of China - Guangxi, is mainly for medium-level & high-end markets, to investigate and discover the local cooperation areas and business opportunities, which are mainly characterized with international health care, senior’s care & healthcare, entertainment & tourism, and habitat-oriented style resort. The specific arrangements are the main five focuses as follow:

1. Based on the real estate development, to create the healthcare products, to promote the combination of real estate developers and operation management, to particularly meet the special needs of the middle-aged & elder people in the aspects of the investment on healthcare & entertainment tourism real estate, construction, operation, management, and matching policies, etc.

2. Around the concept of international hotel development, to create the brand of healthcare products, to establish a group of low-risk, and high-return hotel projects by introducing the healthcare elements as well as sophisticated service constructions.

3. In favor of the beauty of natural scenery and sightseeing resources, introducing medical and health services, to introduce the healthcare service facilities, and to satisfy the special needs of the high-end group.

4. Keeping the point of community construction, to create pension products; relying on the construction of local cultural tourism towns and tourism complex, to improve the community functions of healthcare, insurance, services, etc. in order to create a specific environment for the elder people.

5. Surrounded by the beautiful countryside and local towns & villages, to create an international entertainment & healthcare demonstration residence area combined with the style of habitat resort for elder people, to satisfy international tourists’ needs of eating, living, transportation, traveling, shopping and entertainment.
Agenda & VIP Benefits

Agenda
(Please note that the following schedule may be adjusted due to some subtle changes)

September 10th: --- Gather at Guilin International Airport at 9am and take the bus to Wuzhou.
--- Check in at the hotel, projects exploration and sightseeing.
--- Meet with provincial and municipal government officials.

September 11th: --- Attend China (Wuzhou) International Health Tourism Industry Investment Development and Resource Cooperation Conference
--- Sightseeing of night city scenery

September 12th: --- Morning: travel to the world-famous tourist attraction-Yangshuo, explore & experience Guilin healthcare tourism environment & cooperation opportunities.
--- Afternoon: Go to Guilin, and check in at the hotel.
--- Meet with provincial and municipal government officials.

September 13th: --- Attend the 2nd International Healthcare Services Industry Innovation Development Forum

September 14th: --- Morning: Travel to famous tourism culture town in Guilin, visit the Industrial Demonstration Park and explore business cooperation opportunities
---Afternoon: Visit to the world-famous Longji terrace scenic spots and check in at the hotel.

September 15th: --- Attend Longji Green Industry Cooperation Promotion Conference

September 16th: --- The end of China-Guangxi Voyage of Discovery

Special benefits for the VIP membership of Great-Idea delegation

You will enjoy the following privileges after the confirmation of your application:

✓ You can attend China (Wuzhou) International Health Tourism Industry Investment Development and Resource Cooperation Conference and HSID Forum in Guilin without registration fee. (Value: $1,600);
✓ Your accommodations and transportation fees during the forums will be covered. (Five-star hotel for 6 days. Value: $1,600);
✓ You will have the Opportunities to be invited to the high-end business buffet (Value $500);
✓ You will be Honored as the keynote speaker, dialogue speaker and panelist. (Value $1000-2000) ;
✓ You can go Sightseeing (Value $500).
**Event 1:** **China (Wuzhou) International Health Tourism Industry Investment Development and Resource Cooperation Conference**

**Introduction of the Conference**

- **Sponsors:** Wuzhou Municipal People’s Government, Guangxi Development and Reform Commission
- **Organizer:** Wuzhou Development and Reform Commission
- **Planner:** Beijing Great-Idea International Healthcare Promotion Center
- **Date:** September 10th -12th, 2014
- **Venue:** Wuzhou City, Guangxi Province, China
- **Theme:** Green and health - the future of the city development

**Green and health - the future of the city development**

2014 China (Wuzhou) International Health Tourism Industry Investment Development and Resource Cooperation Conference makes full advantage of superior location of Wuzhou which is connected to the triangle areas of Zhujiang River and integrated to the North Bay, and surrounded by the beautiful natural resources, combining with the direction of Wuzhou future industrial focus and with the theme as “Green and health - the future of the city development.”

More than 300 people will attend this conference including Chinese government officials, and principal leaders from Guangxi Zhuang Autonomous Region Government, Wuzhou Municipal Government, heads of Health Associations at home and abroad, world famous executives, specialists and investment cooperation agencies experts from Taiwan, Hong Kong in the healthcare industries or the extensions of the field and as well as executives from leading domestic and local enterprises.

This conference mainly covers the sectors of health and wellness, nursing care, planning and design, medical care informatization, industrial parks and industrial real estate development and operations, industry fund & Investment Finance, industry education and professional training, etc.

**Main Agenda**

**Opening ceremony and keynote conference: Green and health - the future of the city development**
- Address by leaders of related ministries, industries associations and Guangxi Zhuang Autonomous Region government
- Address by the leaders of Wuzhou Municipal government
- The Release of the Trend from China’s Industrial Development Authority
- Future prospects from the international industry professional organization
- Policy Analysis and Business Opportunity of Development of Wuzhou Healthcare Industry

**Signing Ceremony of Project Cooperation**

**Forum Topic: The Value reconstruction and innovation of the Urban “Big Health” Industrial Resources**
- Speeches by 6 experts and industrial leaders from home & overseas

**Summit Dialogue: industry integration and new business opportunities of health services and leisure tourism**
- Moderator: moderate the dialogues of 6 leaders from domestic & overseas enterprises

**Forum Topic: The Pattern of Value Combination of the Industrial Development & Operation Services**
- Speeches by 4 distinguished keynote speakers from domestic and overseas companies
- Roundtable Discussion: Brain-storming of 12 guest speakers

**Investment Attraction Road Show — Wuzhou Municipal Government, parks, and enterprises**
- Projects Cooperation and Investment Attraction Matching
**Review of the First Conference**

**Sponsors:** Guilin Municipal People’s Government  
Guangxi Development and Reform Commission

**Organizers:** Guilin Development and Reform Commission  
Civil Affairs Bureau of Guilin  
Sanitary Bureau of Guilin  
Guilin Investment Promotion Agency

**Planner:** Beijing Great-Idea International Healthcare  
Promotion Center

**Date:** September 7th - 9th, 2013  
**Venue:** Guilin City, Guangxi, China

**Theme:** Fantastic Landscape, Healthcare Paradise - Green  
Health for the future

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**Main Leaders and Experts to Attend the First Conference**

- Huang Junhua, Mayor of Guilin Municipal People’s Government
- Han Qingdong, Deputy Director of Guangxi Development and Reform Commission
- Yu Xiaodong, Director of National Development and Reform Commission RETA Project Office
- Chen Xuezong, Chairman of World Health Industry Association
- Hu Yuandong, Chief Representative of UNIDO China
- Huang Mingta, Executive Director of Health Care Research Center of China Academy of Chinese Medical Sciences
- Yao Jingyan, Former Chief Economist of the National Bureau of Statistics
- Yin Dakui, Former Vice Minister of Ministry of Health

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China -Guilin International Healthcare Services Industry Innovation Development Forum is a grand international event jointly hosted by Guilin Municipal Government, and Guangxi Development and Reform Commission aiming at promoting Guilin Healthcare Industries with a purpose of establishing the city brand for “Fantastic Landscape, Healthcare Paradise”.  

The first conference with a topic of “Green, Ecology, Health and Harmony---Create Tomorrow’s Advantages”, consists of opening ceremony, Sino-foreign projects signing ceremony, keynote speeches, summit dialogue, forum topic, roundtable discussion, recommendations of project and investment cooperation, etc. Over 200 attendees presented it including the leaders from Chinese Government Ministries and Guangxi Zhuang Autonomous Region, Guilin Municipal Government, senior enterprise executives from the states, Europe, Japan and Korea, representatives from professional consulting agencies, and experts from healthcare industries. They got together in Guilin to have a communication and discussion about the development of global healthcare service industries, and the opportunity and front view of the Chinese development of healthcare service industries. More than 20 projects have been reached a potential agreement and several been signed a contract by the enterprises and Guilin Municipal Government for a strategic cooperation.

The second forum will continuously focus on the frontier of policy, academy, and development which would lead a brainstorming of an integration of Chinese Healthcare Industries, with providing a communication platform for “Global Horizon, Local Resources” and a business platform for the investment & cooperation.
2014 Conference Agenda Introduction

September 13th, 2014 Morning 9:00—12:30

Opening Ceremony and Awarding Ceremony
• Address by Leaders
• Keynote Speech by Guilin Municipal Leaders
• Speech by the Chairman from the International Industry Association
• Awarding Ceremony of “Contribution Award for Promoting Chinese Healthcare & Tourism Industry Innovation Development

Keynote Conference—Global Resources Integration and Innovation Industry Development
• Invite 5 distinguished keynote speakers worldwide to give a speech on World Healthcare Service Industry Innovation and Business Practice

Summit Dialogue—Integrate Innovation Resources and Investment Drive
• A dialogue of 6 CEOs, industrial leaders, well-known experts guided by moderator which focuses on the topic of the sustainable development of China and Guilin healthcare industries, and further exploration of industrial investment opportunities.

September 13th, 2014 Afternoon 14:00-18:00

Parallel Forum 1: Medical & Healthcare Industry and City Transformation Development
• Speeches by 3 enterprise leaders or industrial experts
• Roundtable Speech: The Best Business Practice for Medical & Healthcare Industry Development and City Transformation

Parallel Forum 2: International Medical & Healthcare and Tourism Industrial Development Experience
• Speeches by 3 enterprise leaders or industrial experts
• Roundtable Speech: The Best Business Practice for Healthcare & Tourism Industry Project Planning and Design

Parallel Forum 3: Chinese Medicine Development and National Inheritance of Healthcare Development
• Speeches by 3 Enterprise Leaders or Industrial Experts
• Roundtable Speech: The Best Business Practice for Chinese Medicine Development and National Inheritance of Healthcare Development

Project Cooperation & Investment Attraction Business Matching

Closed-door meeting of Health and medical tourism industry standardization
Event 3: Grand Business Meeting of China Industrial Elites

Share the wisdom of thinking
promote the exchange & cooperation

In order to award the enterprises who have made an innovation contribution to the China Healthcare & Tourism Industry and to highlight the industrial pioneers with the spirit of keeping pace with the times, innovation and hardworking, to further promote the leadership role in the Chinese industrial development, and to speed up the development of healthcare enterprises, The Organizing Committee of the 2nd China-Guilin International Healthcare Service Innovation Development Forum together with China Enterprise Evaluation Association hold an Evaluation Activity about contribution awards of “Promote Chinese Healthcare and Tourism Innovation Development” and will hold a ceremony at the opening ceremony of the forum in the morning of September 13th, 2014.

Introduction of Partial Guests and Experts (drafted)

- Liu Jiang, Former Deputy Director of National Development and Reform Commission, Deputy Team Leader of Leadership Group of Aiwan Project
- Zhang Kai, Deputy Director of China Silver Industry Association, Director of Expert Committee
- Wei Jin, Director of National Senior Services Expert Committee of Ministry of Civil Affairs
- Pi Dehai, The Secretary of the Party committee of Social Insurance Management Center of Ministry of Human Resources and Social Securities
- Lin Zhongpeng, Deputy Director of Expert Committee of International Research Institute of Health Fitness and Longevity
- Wen Deqing, Deputy Director of Expert Committee and Vice President of China and Foreign Medical Association
- Zhu Yan, Director of National Health Instruction Management Office
- Du Peng, Vice President of Gerontological Society of China, President of Institute of Gerontological, Renmin University
- Liu Xueqian, Deputy Director of Further Study Department of China International Exchange and Promotive Association for Medical and Health Care
- Zeng Yi, Director of Center for Healthy Aging and Development Studies Peking University
- Wu Danxing, Principal of Institute of Health Industry College of Beijing Greely University
- Ji Jun, Director of Health Care Research Center of China Academy of Traditional Chinese Medicine

Partial Well-Known Chinese Enterprises and Industrial Elites to be valued

- Zhu Zhenggao, President of Shi-Yuan Tang (Beijing) International Medical Research Institute
- Sun Jihui, President of Aiwan Group
- Zhang Hua, President of Forte Group
- Zhu Fengbo, Chairman of Beijing Suncity Group
- Ni Pu, President of Yuecheng Group
- Nie Zhumei, Chairman of Yadong Construction and Development Group
- Huang Hailang, Chairman of Cinhosi Group
- Wu Zhiming, Chairman of Sheng Nan Group
- Chen Zhulin, Chairman of Agile Property Holdings Limited
- Ma Jian, Chairman of Hui Chen Senior Co., Ltd.
- Li Ming, President of Ocean Pension Operations Management Ltd.
- Han Xiaohong, President of Ciming Checkup Management Holding Co., Ltd.
- Xi Zhiyong, Chairman of Qin Heyuan Holding Group
- Li Hua, Chairman of Excellence Group
- Chang Zhenming, President of CITIC Group
- Zhang Ligang, President & CEO of Ikan Health Management Group
- Yuan Li, President of China Life Group
- Wang Bin, President of China Taiping Life Insurance Co., Ltd.
- Nong Xiaowen, President of Guangxi Tourism Investment Group Co., Ltd.
- Tang Huanjin, General Manager of Mei Lai Medical Beauty Hospital Limited
- Lu Zhaoxia, Chairman of Neusoft Xikang Health Technology Co., Ltd.
- Xu Hang, Chairman of Mindray Co., Ltd.
- Shang Xiaomei, Party Secretary & Professor of Peking University School of Nursing
- Liu Xiaokun, Chairman of Beijing PKU-DIGICARE Co., Ltd.
A hundred-year commercial port linking Guangdong and Guangxi as well as a millennium southern town of the Five Ridges

Wuzhou, as Guangxi Zhuang Autonomous Region municipality, Guangxi East Gate, located in the "Three Circles, One Zone" (Pearl River Delta Economic Circle, North Bay Economic Circle, Southwest Economic Circle and the West River Economic Zone) as a junction. Since ancient times, it was known as the "Three Rivers Junction ", "Throat of Guangdong and Guangxi ", and it is one of China's 28 major inland river ports, the closest city to the Pearl River Delta Region, Guangdong, Hong Kong, and Macau in the twelve provinces (autonomous regions and municipalities) in West China, and is also a major city connecting the Pearl River Delta and the North Bay.

Beautiful Ecological Environment

Wuzhou, linking the Five Ridges, surrounded by beautiful rivers and mountains, with comfortable climate in four seasons, has a large capacity of environment adaptability as well as a strong sustainability of development with a superior ecological environment which is suitable for business, living and traveling. Wuzhou forest coverage rate reaches 75.5%, ranking the second in the prefecture-level cities, and is the first "National Forest City" in Guangxi; rivers and water quality is higher than the national surface water quality standards Class III with water quality compliance rate of 100%; And air quality rate reaches 100%, ranking No.1 in the evaluation of China's low carbon city-level and No.3 in terms of the quality days.

Further Opening-up and Cooperation

Wuzhou-Zhaoqing Building Cooperation between the two provinces of Guangdong and Guangxi about the Special Experimental Zones has been arisen to the provincial strategy, and they actively participate in China – ASEAN Expo, with an increase of attracting actual capital investment from 12.99 billion RMB in 2008 to 53.93 billion RMB in 2012 with an average annual growth rate of 38%, and a total imports and exports increase from $ 508 million to $ 1.19 billion with an average annual increase of 18.2%.
Guilin—an international tourism attraction and a paradise for healthcare

Guilin possesses incomparable landscape, climate, air and other natural resources, particular a geographic advantage of airport-related economic window effect. In November 2010, Guilin was approved as the only comprehensive service reform pilot zone in Guangxi. In November 2012, with the approval of the State Council, NDRC officially approved the Guilin International Tourism Attraction Development Planning Outline, specifying to build Guilin a world tourism city and international tourism attraction by the year of 2020.

Top 4 Industrial Strategic Positioning for building Guilin City

1. An Ecological Civilization Demonstration Zone
2. A Pioneer Area for Chinese Tourism and Health Service Industry Innovation Development
3. A Regional Cultural Tourism Center & An Important International Exchange Platform
4. A New Pattern of Improved Urban Function, Industrial Integration and Eco-Friendly Comprehensive Development

Former US President Bill Clinton and his families visited Guilin on July 2, 1998
Bill Clinton said, “Guilin is very beautiful and impressive to me”. “I have seen many pictures of Guilin’s landscape, but it’s more beautiful than pictures when I saw Li River in person.” Hillary Clinton said, “Pictures are quite beautiful. Now we have the chance to see the beautiful landscape. It’s tranquil and there’s family along the river which brings us a vivid picture.”

Former US President Carter and Mrs. Carter visited Guilin on June 24, 1987
Jimmy Carter said, “I heard of Guilin when I was young, and I saw the landscape pictures of Guilin, but I thought it was just the talented imagination of artists then. Now I realize what I saw before really exists in the world.”

Former US President George Bush visited Guilin on October 16, 1985
George Bush said, “As Sino-US relation develops, I firmly believe here would be more and more American people. They are sure to come for a visit if they know this splendid scenic views here. For a long time, I have been having great interest in China’s landscape painting, and I know many of that are about Guilin, which is the most beautiful place that people can imagine.”
Yangshuo’s landscape represents the typical Chinese landscape, and is one of subtropics karst landform area in the world. With its unparalleled landscape scenery and charming regional culture, Yangshuo attracts a large number of artists, celebrities and over 300 political figures from more than 150 countries.

- Lijiang, one of the first batches of 5A tourism attractions and the world famous “Golden Water Course”, with 69 kilometers of the whole main river situated within this area.
- Huang Bu Dao Ying, an inverted image of Lijiang, is the only picture hanging in Chinese Embassy to the United Nations representing China’s scenic view.
- Lijiang landscape, selected as the picture painted on note of face value 20 RM issued in 1999.
- In 2003, the largest-scale live-action performance “Impression: Ms. Liu Sanjie” directed by Zhang Yimou was filmed in Yangshuo.
- In 2004, the World Tourism Organization oriented Yangshuo as the tourism resort for recreation and vocation.
- In 1978, Yangshuo was firstly approved as the opening-up county.
- In 1982, Yangshuo was firstly listed as the landscape resort by the State Council.

**The West Street**

The West Street is the oldest part in Yangshuo County, with a history of 1400 years. The whole street is 1180 meters long, 8 meters wide and located in the center of Yangshuo. In 1970s, Yangshuo is opening up, which attract abundant western tourists. A large number of tourists are deeply impressed by such an archaic mini-street. Up to date, the West Street is known as the “Global Village”, priding itself in the symbol of Yangshuo tourism attraction and China tourism brand as well.
Exploration City Resources Introduction 4: Guilin—Longji Terraces

Back to nature ---enjoy idyllic-style leisure life

Longji Terraces, 77 kilometers away from Guilin Downtown is a large-scale group of terraces, with highest elevation of 1180 m, minimum 380 meters, which can be divided into Golden Pit Hong Yao terraced scenic view area, Ping Zhuang terraced viewing area, Longji Guzhuang terraced view area with a smooth soft strips, and spectacular magnificent visual impact, is compared to the World Top 1 Terrace Landscape which is more spectacular comparing with the exquisite Bali Tegalalang Terraces. It attracts lots of tourists for leisure vocation with the peaceful scenery of terraces view and eco-environment. People who come here, far away from the hustle and bustle of the city, live and eat in the farmhouse, release lot of pressure, close to nature, enjoy a real idyllic-style life, and it has become the first choice for the tourists from home or abroad to Guilin.

Longji Terraces Scenic Tourism Spot is a well-known view with terraced rice farming culture as main development body, combined with natural scenery and minority culture. After over 10 years of development, it has formed the 3 main scenic areas: Golden Pit Hong Yao Terraced Scenic Area, Ping Zhuang Terraced Scenic Area, and Longji Guzhuang Terraced Scenic Area with their own characteristics respectively. Golden Pit Hong Yao Terraced Scenic Area is the earliest developed view area, with “The Moon Surrounded by Seven Stars” scenic area located there, characterized by the smooth soft strips. Golden Pit Hong Yao Terraced Scenic Area, surrounded by the mountains, looks like a natural pit in the sky with a spectacular view is a gathering village for Hongyao people and was awarded as “China’s Typical Village View” in 2007. Longji Guzhuang Terraced Scenic Area with groups of wooden architectures projecting on the mountains looks like a village on the dragon, and a village surrounded by the growth ring- style terraces. It is the origin of Guangxi Zhuangbei, and a symbol of Guangxi Sculpture Culture. Everything here is very originally simple beautiful with 7100-year old houses reserved, and one of which is 150 years up to now. Longji Guzhuang Village was Longji Gu Zhuang Village in 2011 was included in the National Ecological Demonstration Area by the State Administration of Cultural Heritage. A hundred years old house and museum exhibition is free and open to the public. In addition to the above three grand scenic areas, there are many folk customs tourism villages including the Golden Bamboo Village which is awarded as "China Landscape Village", and Huangluoyao Village awarded as "Top 1 Long-haired Village" and with other small villages construction will be completed soon.
Welcome to The 18th
GREAT-IDEA International
Healthcare Services Industry
Delegation Trip to China
Date: September 10-16, 2014

Special Free Charge for EARLY & QUALIFIED BIRDS  (Only for 15 VIPs)
Qualified VIP delegates could attend the whole events for free:
Join the trip, the domestic transportation, registration fee and accommodations in China for qualified companies will be free. The total expenses in China will value no less than $4,800 each person.

Please contact us for your participation ASAP, in order to get the free charge VIP membership.
Deadline for registration is August 20, 2014. Please send Registration Form to:
salida-liu@great-idea.com.cn / Tel: +8610-58703699-606  Fax: +8610-58700290

Co-hosts: Wuzhou Municipal Government & Guilin Municipal Government
Organizer: Beijing Great-Idea International Healthcare Promotion Center