



## **PROGRAM ANNOUNCEMENT**

**Wednesday, 18 March 2020**

### **Monthly Program**

### **Asia Medical Device Update 2020**

Program Speaker:

#### **Ames Gross**

Founder & President  
Pacific Bridge Medical

### **Event Agenda:**

**DATE:** **Wednesday, 18 March 2020**

**TIME:** 5:15 – 6:00 PM Registration & Snacks (Cancelled)  
6:00 – 6:05 PM ONLINE Welcome and Announcements  
6:05 – 7:05 PM ONLINE Program Presentation  
7:05 – 7:30 PM ONLINE Q & A

**LOCATION:** Not applicable – This is an online event.

Click [here](#) to register for this event.

### **Program Topic:**

The Asia medical device markets continue to grow at a fast pace. Which Asian markets should your company focus on? However, getting your products registered and reimbursed in China, Japan, and other Asian markets is always a challenge. Specifically, this presentation will focus on:

- Asian medical device overview
- Key China device registration issues
- Best strategies to get Chinese device reimbursement
- Key Japan device registration issues
- Best strategies to get Japanese device reimbursement

- Other key regulatory issues in Asia

### **Speaker Biography:**

**Mr. Ames Gross** founded Pacific Bridge Medical in 1988 and has helped hundreds of medical companies with regulatory and business development issues in Asia. He is recognized nationally and internationally as a leader in the Asian medical markets. In 2008, Medical Device and Diagnostic Industry (MD&DI) magazine named Mr. Gross one of the top 100 executives in the medical business. Mr. Gross is a frequent contributor of articles on Asian medical issues for Clinica (England), MD&DI (Los Angeles), and other medically oriented journals. He has been a featured speaker on the Asian medical markets at the Medical Design and Manufacturing (MD&M) shows, the Medtrade Home Health Care Exhibition, the Regulatory Affairs Professional Society's annual and regional meetings, and a variety of other medically oriented meetings and conferences. Mr. Gross has a BA degree, Phi Beta Kappa, from the University of Pennsylvania and an MBA from Columbia University.

### **Registration Information:**

Please make your reservation early.

Online **registration closes Monday, 16 March 2020.**

### **Online registration (through Monday 16 March 2020):**

\$20 SDRAN Member

\$30 Non-Member

### **Late Registration (Tuesday 17 March 2020 through the start of the event):**

\$30 SDRAN Member

\$40 Non-Member

**For Questions Email: [membership@sdran.org](mailto:membership@sdran.org)**