

Press release

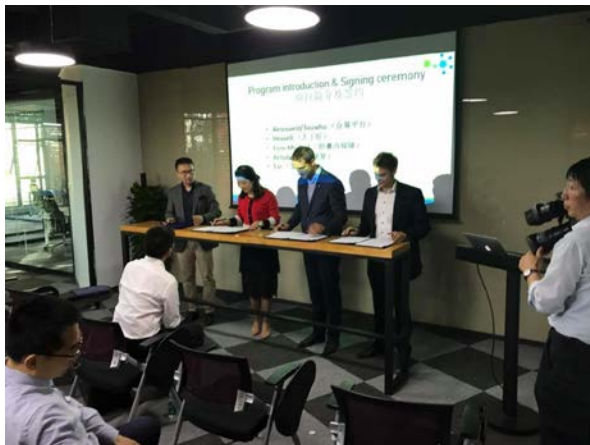
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Memorandum of understanding signed: facilitating market entry for German start-ups in China

aescuvest begins cooperation with Touwho, China's largest medical and biotechnological crowdfunding platform

aescuvest, based in Frankfurt/Main, is the first European crowdfinancing platform to specialise in the highly innovative healthcare market. Following the company's positive development in Germany up to now, [aescuvest](#) intends to approach entrepreneurs as well as investors in new target regions. For a start, there is the important deal with a Chinese partner — together with the Medical Valley in the metropolitan Nuremberg area, aescuvest signed a memorandum of understanding with the Shenzhen Touwho Network & Fund company. Touwho is China's largest crowdfunding platform in medicine and biotechnology.

The benefits of the partnership are obvious for aescuvest's managing director, Dr. Patrick Pfeffer, "Start-ups and entrepreneurs who want to receive capital to develop their products further will also receive support in entering the Chinese market, if they like." Many start-ups are trying to achieve this goal since China as a strong growth economy in the healthcare sector is currently viewed as an attractive target market. At the same time, there are many things to consider before a market entry there can be successful, "Starting with good legal and business advice, there are many practices and customs that an entrepreneur must know and observe. A local partner on site can enormously facilitate the set-up development work."



Taking advantage of investment opportunities in both countries

In case entrepreneurs decide on financing through aescuvest, they will have the future option of also placing their projects on [Touwho](#), the Chinese platform, and to attract capital from Chinese investors. Product awareness in China, an important preliminary requirement for long-term success, has thus already been fulfilled. The partnership also works the other way around: aescuvest will offer Chinese entrepreneurs the opportunity to present their products

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and business ideas from the healthcare area on aescuvest.de thereby addressing European investors.

The Medical Valley consisting of an association of players from business, the sciences, healthcare providers and politics also co-signed the memorandum. The Medical Valley has already started a project in China designed to facilitate market entry for German medical technology companies in this growing market. Jörg Trinkwalter, a member of the executive board at Medical Valley, is very pleased about the future close collaboration with the Chinese partners, "Signing the mutual memorandum of understanding is an important step and a clear signal to the German medical technology sector. The relevance of the Asian market has increased from year to year. This cooperation allows us to support companies that want to apply this development to expanding their businesses and to provide start-up aid.

This is not a clearance sale on German technologies

"We have agreed to a common approach that prevents the much discussed clearance sale of German technologies. The goal is to offer European companies a second leg to stand on in the attractive Chinese market and, conversely, to also connect Chinese entrepreneurs with German investors," according to Dr. Patrick Pfeffer after signing the memorandum of understanding. The representatives of the participating companies in Germany and China met in Shenzhen, Guangdong Province, in mid May. On the occasion of creating the joint partnership, the new International Co-Innovation Center for Advanced Medical Technology (ICCMT) was inaugurated at the same time.

Picture caption 1: aescuvest's managing director, Dr. Patrick Pfeffer (centre) signing the memorandum of understanding in Shenzhen.

Picture caption 2: The representatives of the signing companies at the inauguration of the International Co-Innovation Center for Advanced Medical Technology (ICCMT) in mid May.

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aescuvest is the first European **crowdfunding platform** specialised in the extremely innovative and sustainable healthcare growth market. It offers private and institutional investors the opportunity to make entrepreneurial investments in this market segment full of opportunities. Companies present their smart ideas, patented products or digital concepts on the platform to finance them with the help of the crowd. They thus reach a network of over 9,000 registered users as well as more than 220,000 market experts and place their ideas directly with the target group. aescuvest offers financing, marketing and sales support to growth companies in the medical technology, biotechnology, digital health, healthcare facilities or service sectors, thereby serving as a stepping stone in one of Germany's most dynamic business sectors. www.aescuvest.de

The **Medical Valley European Metropolregion Nürnberg (EMN) e. V. (European metropolitan Nuremberg area)** was founded in 2007 to steer the development, coordination and marketing of this medical technology cluster. In particular, the Medical Valley takes over central cluster tasks and provides support with comprehensive consulting services. In this role, the Medical Valley organises the exchange of knowledge within the network; markets the cluster nationally and internationally; offers continuing education; provides consulting for business start-ups, marketing and sales measures, as well as international activities. The Medical Valley has over 190 members from politics, business, the sciences and health providers. Together, they pursue the goal of turning the Medical Valley into a model region for optimal healthcare. The Medical Valley is supported by Siemens Healthcare GmbH, the FAU (university), the University Clinic Erlangen, the City of Erlangen, the City of Forchheim, the Fraunhofer Institut for Integrated Circuits, and many others. To learn more, visit www.medical-valley-emn.de.

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