

# **GBA CONNECT DELEGATION**

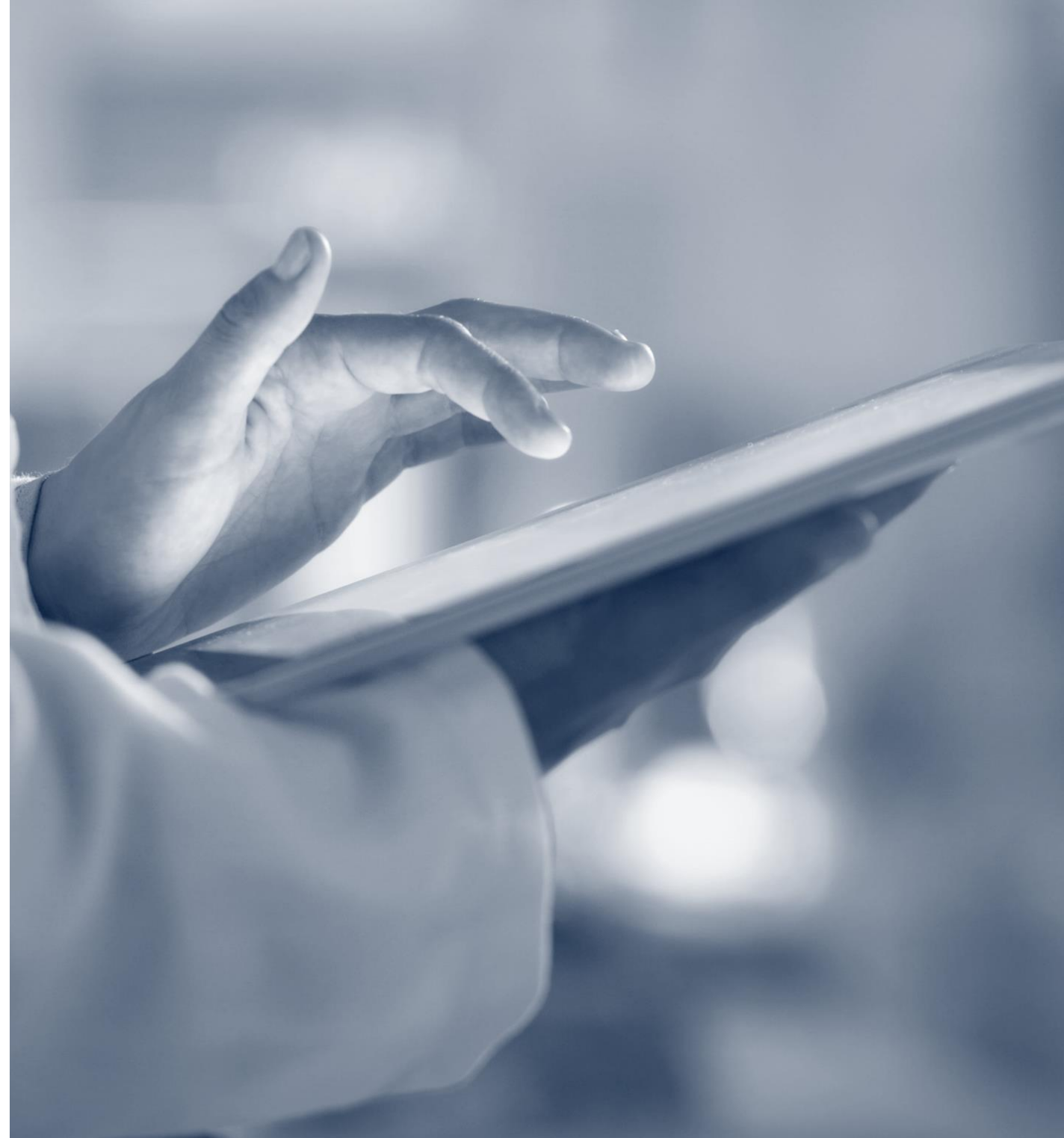
## **CROSS-BORDER HEALTHCARE IN AN AGING ERA**

Hong Kong and Shenzhen  
24 – 26 November 2025

Business Sweden Hong Kong

# Agenda

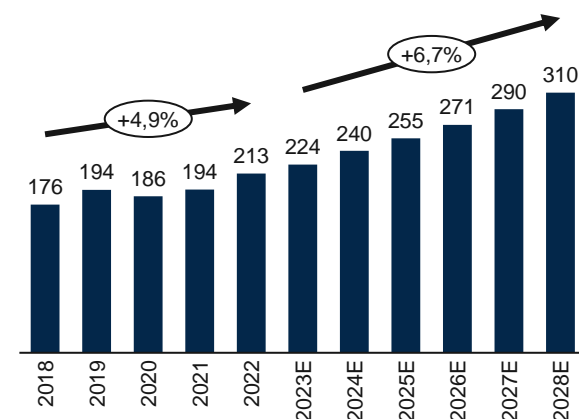
- **Healthcare and Elderly Care in the Greater Bay Area**
- Introduction to delegation to Hong Kong and Shenzhen



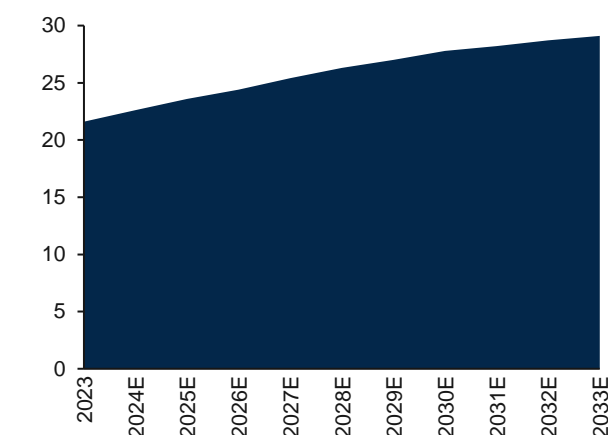
# The healthcare sector in Hong Kong is facing increasing pressure, but significant investments create opportunities for Swedish companies

## Hong Kong by the numbers

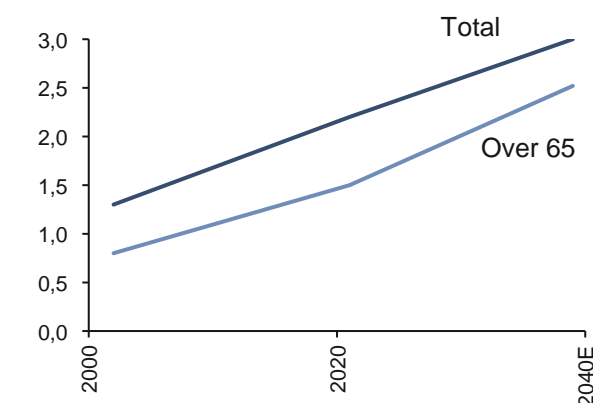
**Total Healthcare Expenditure**  
HKD, billion



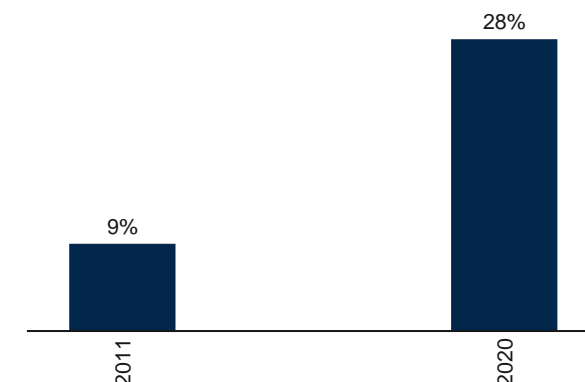
**Population Aged 65 and Above**  
% of total population



**Prevalence of Chronic Diseases**  
# of patients, million



**Private Primary Healthcare Providers**  
% of service providers



## Why Hong Kong

### Major Public Investments

- Starting in 2016, HKSAR has budgeted a total of 500 billion HKD for the Hospital Development Plan to construct more hospitals, increase the bed space and upgrade facilities
- The Hospital Authority's most recent 5-year strategic development plan outlines a focus on pivoting the service model towards "Smart Care"

### Increased Health Awareness

- Health consciousness is on the rise in Hong Kong for both physical and mental health
- Consumers are keeping track of their health to a greater extent and adopting early prevention measures to low the cost of illness
- This drives the demand for diagnostic and monitoring systems

### Low Barrier of Entry

- Hong Kong has no taxes or tariffs for medical devices
- Medical device registration is not compulsory in Hong Kong, but companies are encouraged to register with the Medical Device Administrative Control System to be prioritized in selling to the Department of Health and the Greater Bay Area (GBA)

### Gateway to China

- GBA policies promote integration and collaboration through simplifying the introduction of products and services to the broader market via Hong Kong
- Medical devices registered in Hong Kong can be sold to designated healthcare institutions without China National Medical Products Administration registration

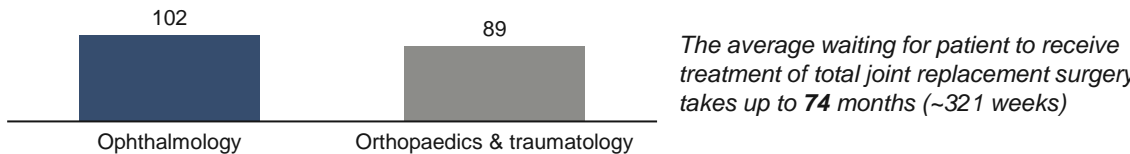
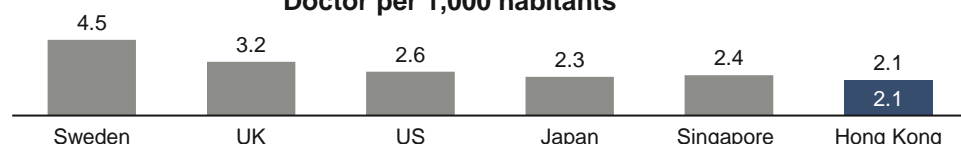
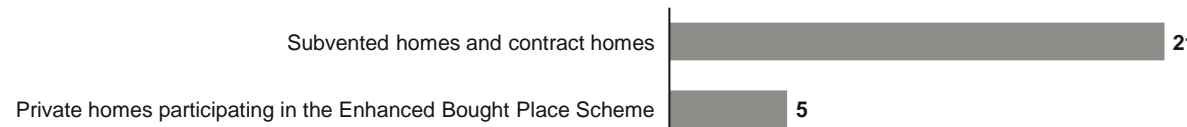
Source: Hong Kong Government, Hong Kong Census and Statistics Bureau, Statista, Hong Kong Department of Health, South China Morning Post, Business Sweden analysis

# Solutions that can increase access to care, reduce strain on medical facilities and facilitate research have potential in Hong Kong

	Trend and demand	Solution
Preventative Care and Screening	<ul style="list-style-type: none"> <li>Government subsidies for proactive diagnosis and management of chronic diseases</li> <li>Increased health awareness, in part due to the Covid-19 pandemic</li> </ul>	<ul style="list-style-type: none"> <li>At-home monitoring and preventative care for personal consumption</li> <li>Digital tools, e.g., medical imaging, wearables, AI assessment</li> <li>Products that enable a healthy lifestyle</li> </ul>
Digital Health	<ul style="list-style-type: none"> <li>Government-driven development of digital healthcare infrastructure</li> <li>Increasing pressure on medical staff due to a lack of personnel</li> </ul>	<ul style="list-style-type: none"> <li>Remote healthcare or telehealth tools within payments, triage, prescription, medical history, diagnosis and monitoring etc.</li> <li>Efficient management and monitoring methods</li> <li>Tools that facilitate daily work for medical staff</li> </ul>
Elderly Care	<ul style="list-style-type: none"> <li>Rapidly aging population and the longest life expectancy in the world</li> <li>Increasing prevalence of chronic diseases among the elderly</li> <li>A lack of Residential Care Homes and a government policy of “ageing in place”</li> </ul>	<ul style="list-style-type: none"> <li>Home care tools, such as smart sensors, cognitive stimulation and surveillance</li> <li>Aging-related treatments, such as pain relief and mobility tools</li> </ul>
Life Sciences	<ul style="list-style-type: none"> <li>10 billion HKD earmarked for the InnoLife Healthtech Hub to turn Hong Kong into a life science R&amp;D hub</li> <li>6 billion HKD earmarked for thematic research institutes to support university research</li> </ul>	<ul style="list-style-type: none"> <li>Laboratory equipment</li> <li>Climate control and other facilities equipment</li> </ul>

Source: Hong Kong Government, Hong Kong Health Bureau, Hong Kong Department of Health, InvestHK, Bowtie, South China Morning Post, Business Sweden analysis.






# Shortage of healthcare resources fuels cross-border medical tourism, boosting demand for digital health solutions

Drivers	Situation	Trend and demand																										
<div>High medical cost and living cost</div> <div>Shortage of medical resources</div>	<ul style="list-style-type: none"><li>Hong Kong's high living costs make cross-border retirement attractive, offering cheaper healthcare. A 45% surge in Guangdong/Fujian Scheme* recipients reflects this trend</li><li>Recent public healthcare fee hikes accompany reforms to boost private sector engagement and cross-border collaboration, easing pressure on the aging system</li><li>Hong Kong patients have been struggling to get adequate medical service in local public hospitals as insufficient resources have led to prolonged waits of up to several years due to shortage of manpower and resources</li></ul> <div><p>Median Waiting times for stable new cases at public hospital</p><table><tr><th>Specialty</th><th>Median Waiting Time (weeks)</th></tr><tr><td>Ophthalmology</td><td>102</td></tr><tr><td>Orthopaedics &amp; traumatology</td><td>89</td></tr></table><p>The average waiting for patient to receive treatment of total joint replacement surgery takes up to <b>74 months</b> (~321 weeks)</p></div> <div><p>Doctor per 1,000 habitants</p><table><tr><th>Country</th><th>Doctor per 1,000 habitants</th></tr><tr><td>Sweden</td><td>4.5</td></tr><tr><td>UK</td><td>3.2</td></tr><tr><td>US</td><td>2.6</td></tr><tr><td>Japan</td><td>2.3</td></tr><tr><td>Singapore</td><td>2.4</td></tr><tr><td>Hong Kong</td><td>2.1</td></tr></table></div> <ul style="list-style-type: none"><li>Hong Kong's doctor-to-population ratio is the lowest among developed economies, with only 2.1 per 1,000 people which is 20-30% lower than neighboring economies, e.g., China, Singapore and Korea</li></ul> <div><p>Waiting time for subsidized residential care services for elderly as of Feb 2025</p><table><tr><th>Service Type</th><th>Waiting Time (weeks)</th></tr><tr><td>Subvented homes and contract homes</td><td>21</td></tr><tr><td>Private homes participating in the Enhanced Bought Place Scheme</td><td>5</td></tr></table></div> <ul style="list-style-type: none"><li>As of February 2025, there were 16 666 applicants in the waitlist for various type of subsidized residential care services in the Central Waiting List</li></ul>	Specialty	Median Waiting Time (weeks)	Ophthalmology	102	Orthopaedics & traumatology	89	Country	Doctor per 1,000 habitants	Sweden	4.5	UK	3.2	US	2.6	Japan	2.3	Singapore	2.4	Hong Kong	2.1	Service Type	Waiting Time (weeks)	Subvented homes and contract homes	21	Private homes participating in the Enhanced Bought Place Scheme	5	<div><p>Increasing cross-border medical tourism</p><ul style="list-style-type: none"><li>Long waiting time and high drug and private medical prices send residents in Hong Kong across the border for medical services</li><li>GBA hospitals offer them affordable and high-quality medical treatment</li></ul></div> <div><p>Development of SmartCare</p><ul style="list-style-type: none"><li>HK government is committed to promote SmartCare to enhance the efficiency and quality of healthcare services</li><li>Technology-enabled facilities e.g., Smart Wards, Smart Clinics and Smart pharmacies have been incorporated into Smart Hospital projects</li><li>Telehealth services has been implemented as adjunctive measure in providing more flexible medical solutions to alleviate pressure on public health service.</li><li>As of Oct 2024, more than 250 000 teleconsultation cases had been conducted</li></ul></div> <div><p>Raising demand of digital healthcare solutions</p><ul style="list-style-type: none"><li>WeDoctor launched a GBA telemedicine hub connecting Hong Kong doctors with mainland patients</li><li>WeDoctor partner with Prudential Hong Kong to offer online consultations and drug delivery for elderly patients</li><li>Alibaba's AliHealth enables Hong Kong pharmacies to deliver medication to elderly patients in Guangdong</li></ul></div>
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# Governments launch a range of cross-border healthcare initiatives alongside growing private sector partnerships

## Overview of cross border healthcare initiatives

Non-exhaustive

<b>Elderly Medical voucher Pilot</b>		<ul style="list-style-type: none"><li>• Allows Hong Kong residents aged 65+ to use voucher at designated institutions in GBA</li><li>• Covers outpatient and emergency room fee at 9 institutions, including dental services</li><li>• Aims to support preventive care and health management for elderly, fostering private sector engagement</li></ul>
<b>Support Program for Hospital Authority Patients</b>		<ul style="list-style-type: none"><li>• Allows patients with follow-ups to received subsidized care at HKU-Shenzhen Hospital with option to return to Hong Kong</li><li>• Over 4,000 patients have participated with services covering major specialty*</li><li>• Streamlines cross-border healthcare</li></ul>
<b>Cross-border Ambulance Direct Service</b>		<ul style="list-style-type: none"><li>• Subject to the agreement, medical necessity and patents consent, this Pilot Program allows direct transport from HKU-SZ Hospitals and Macau’s Conde S. Januario Hospital to Hong Kong public hospitals, bypassing border transfers</li><li>• This “point-to-point” service reduces risks and enhances efficiency for cross-regional emergency care</li></ul>
<b>Residential Care Service Scheme in Guangdong</b>		<ul style="list-style-type: none"><li>• Allows Hong Kong elderly on waiting list to access subsidized care in designated homes</li><li>• As of February 2025, the scheme cover 15 Recognized Service Providers in 5 cities</li><li>• Aims to meet the growing demand for quality elderly care for Hong Kong residents in mainland China</li></ul>
<b>GBA Connect Scheme</b>		<ul style="list-style-type: none"><li>• Allows medical products registered in Hong Kong to be used in 25 designated institutes under a Fast Track Application to Guangdong provincial government</li><li>• As of end 2024, 97 products has been approved, benefitting over thousand of patients and is expected to expand the scope in the future</li></ul>

\* Excluding emergencies and inpatient care

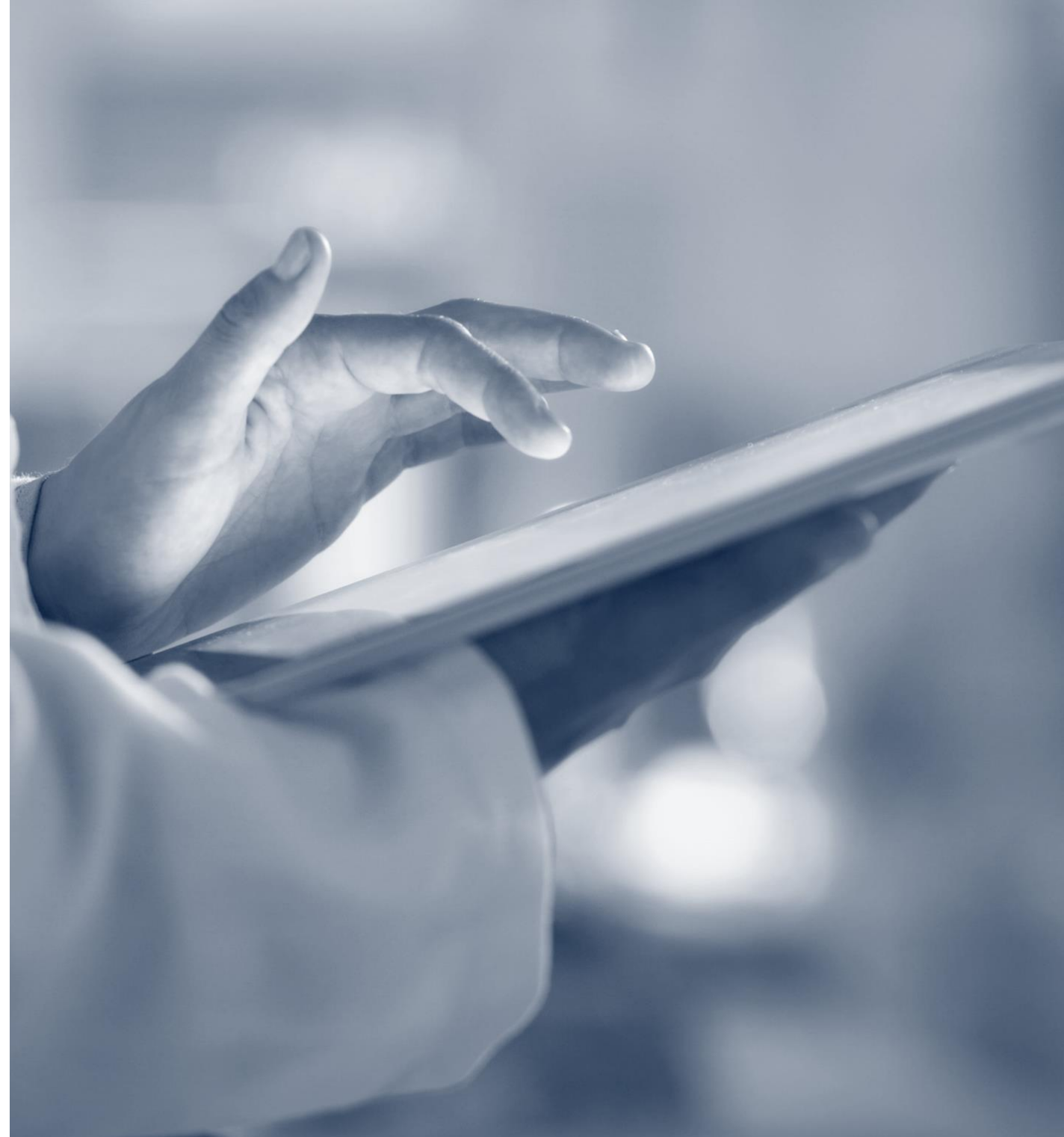
## Example of partnership

Non-exhaustive

<b>Cross-border coverage in medical insurance</b>	<ul style="list-style-type: none"><li>• Leading insurance companies e.g., AIA, Ping An and Bupa extends its geographical coverage to allow Hong Kong residents receiving care in GBA and reduce financial barriers for cross border care</li></ul>
<b>Hospital and medical group partnership</b>	<ul style="list-style-type: none"><li>• Gleneagles Hospital extend its operation to Shenzhen and accept Hong Kong insurance</li><li>• Raffles Medical Group partner with hospital in GBA for cross-border referrals</li><li>• New Frontier Group built facilities for Hong Kong seniors in GBA and strengthen partnership with Hong Kong Hospitals</li></ul>
<b>Tech-driven healthcare solutions</b>	<ul style="list-style-type: none"><li>• Chinese eHealth platforms launching partnership with Hong Kong stakeholders to enable telemedical consultation and medication delivery with GBA</li></ul>

# Agenda

- Healthcare and Elderly Care in the Greater Bay Area
- **Introduction to delegation to Hong Kong and Shenzhen**





# The delegation will meet with government officials, cross-border medical groups and charity organizations for insights and network for business dialogue

## Prior to delegation

**Online Summit of GIES in October 2025**  
(Date to be confirmed)

- Optional for companies to attend
- Opportunity to be speaker upon selection by the organizer

**Pre-departure online brief**  
~1-2 weeks before delegation start

## Program overview

Tentative program to be confirmed

	Hong Kong		Shenzhen
Day 0 Thursday-Sunday, 20-23 November	Day 1 Monday 24 November	Day 2 Tuesday 25 November	Day 3 Wednesday 26 November
Arrival in Hong Kong Sunday 23/11 at latest.	Meeting with Hong Kong Health Bureau and Department of Health	Meeting(s) with leading charity organizations who run and invest in healthcare infrastructure, and elderly homes, e.g., Po Leung Kuk, Tung Wah Group of Hospitals, Jockey Club	Meeting with Civil Affair of Bureau of Shenzhen Municipality, Shenzhen Wellbeing and Wellness Group and Shenzhen Social Welfare Association
Visit Gerontechnology and Innovation Expo and Summit (GIES) (Optional and out of program scope)	Lunch	Lunch	Lunch
	Meeting with Hong Kong Department of Social Welfare	Meeting(s) with leading charity organizations who run and invest in healthcare infrastructure, and elderly homes, e.g., Po Leung Kuk, Tung Wah Group of Hospitals, Jockey Club	Visit to elderly home under Residential Care Services Scheme in Guangdong
	Meeting with Baptist Hospital	Meeting with cross-border healthcare groups, e.g., New Frontier Group	
	Networking Reception	Travel to Shenzhen	Wrap-up briefing

## Value to Swedish companies

### Direct access to key stakeholders

Meet senior government officials shaping the healthcare policies in Hong Kong and Shenzhen including elderly and rehabilitation policies and public infrastructure, plus top social services operators and other stakeholders

### Exclusive market intelligence

Gain insights from local experts on government tenders, social service pipelines, and solution need

### Market and pitch your solutions

Showcase your products directly to decision-makers in meeting, positioning you as a frontrunner for government and private contracts







### Panel & networking spotlight

Networking to build partnerships driving healthcare solutions in Hong Kong and Greater Bay Area, opportunities to speak at the Hong Kong GIES Online Summit panel to showcase your expertise to government officials and industry leaders

**Note:** Actual agenda is subject to the counterpart availability and any updates will be communicated in timely manner







# Meeting with a mix of different groups of public and private local stakeholders will enable Swedish companies to gain insights for decision and explore partnerships

Organization Non-exhaustive	Description	Value of meeting Non-exhaustive
 <p><b>Health Bureau</b> The Government of the Hong Kong Special Administrative Region of the People's Republic of China</p>  <p><b>衛生署</b> Department of Health</p>	<ul style="list-style-type: none"> <li>• <b>Hong Kong Health Bureau and the Department of Health</b> is the primary government body responsible for public health policies and overseeing public healthcare service, e.g. hospital and clinics, and health regulations to ensure community well-being</li> </ul>	<ul style="list-style-type: none"> <li>• Understand how healthcare reform in the charges and fee impact the population, especially the elderly group</li> <li>• Understand government vision in the cross-border collaboration and tackling aging population</li> </ul>
 <p><b>Social Welfare Department</b> The Government of the Hong Kong Special Administrative Region of the People's Republic of China</p>	<ul style="list-style-type: none"> <li>• <b>Hong Kong Department of Social Welfare</b> manages social welfare services, including elderly care, family support and poverty alleviation program e.g., fund for medical needs, working with NOGs to provide subsidized care and community assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Understand Hong Kong welfare policy, elderly care and rehabilitation policy and its direction to tackle aging population in the future</li> </ul>
<p><i>Hong Kong</i></p>  <p><b>香港浸信會醫院</b> Hong Kong Baptist Hospital</p>	<ul style="list-style-type: none"> <li>• <b>Hong Kong Baptist Hospital</b>, founded in 1963, is a leading private hospital offering patient-centered care with 860 beds.</li> <li>• HKBH employs in-house doctors, including general practice and emergency specialties at its 24-hours Outpatient Clinic, plus experts in over 30 specialties like anesthesiology, cardiology, and obstetrics &amp; gynecology</li> <li>• In 2024, HKBH announced an expansion to increase its surface area by 1.65 times, enhancing its facilities and services</li> </ul>	<ul style="list-style-type: none"> <li>• Hong Kong Baptist Hospital is a one of the leading private hospital with expansion plan for potential business opportunities</li> </ul>
 <p><b>NEW FRONTIER</b></p>	<ul style="list-style-type: none"> <li>• Based in Hong Kong and Shanghai, <b>New Frontier Group</b> is one of the leading private healthcare service providers in Greater China, offering a comprehensive range of services including general and specialty healthcare, rehabilitation care, home care, health insurance services, health technology and more</li> <li>• The group operates 32 hospitals with 9,000+ beds serving 77 cities</li> </ul>	<ul style="list-style-type: none"> <li>• New Frontier invests in healthcare infrastructure including senior living communities with ties to mainland China, offering Swedish companies a potential gateway to broader Asia markets</li> </ul>
 <p><b>東華三院</b> Tung Wah Group of Hospitals</p>	<ul style="list-style-type: none"> <li>• <b>Tung Wah Group of Hospitals</b> is Hong Kong's oldest and largest charity founded in 1970, providing extensive community services including healthcare, elderly care and rehabilitation</li> <li>• It operates 5 hospitals, runs 70 elderly care units and manage 60 units of rehabilitation center</li> </ul>	<ul style="list-style-type: none"> <li>• Tung Wah Group of Hospitals operates hospitals, elderly homes and rehabilitation center which provide Swedish medTech and elderly care to explore collaboration</li> </ul>

Source: Company websites

# Meeting with a mix of different groups of public and private local stakeholders will enable Swedish companies to gain insights for decision and explore partnerships

Organization Non-exhaustive		Description	Value of meeting Non-exhaustive
Hong Kong	 <p>The Hong Kong Jockey Club</p>	<ul style="list-style-type: none"> <li><b>The Hong Kong Jockey Club (HKJC)</b> is a key social investor, contributing HKD5-7 billion annually to healthcare, elderly care and rehabilitation services</li> <li>Through programs like the Age-friendly City Project and end-of-life care initiatives, it supports vulnerable populations</li> <li>While not operating facilities, HKJC funds and drives healthcare development in Hong Kong and the Greater Bay Area. These investments build sustainable care infrastructure for community needs</li> </ul>	<ul style="list-style-type: none"> <li>Swedish solutions could seek grant or funding in the market as HKJC supports rehabilitation and community healthcare which they facilitate partnership</li> </ul>
	 <p>保良局 PO LEUNG KUK</p>	<ul style="list-style-type: none"> <li><b>Po Leung Kuk</b> is a leading charity in Hong Kong offering extensive healthcare and elderly care services. It runs a range of service e.g., family medicine, health inspection, vaccinations, dental services, home care, nursing homes, day care centers and special needs support</li> <li>Their integration of medical and social care, supported by government schemes and discounted services ensures accessibility and quality to Hong Kong citizens</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for Swedish healthcare and aging solutions to pilot at their community facilities</li> </ul>
Shenzhen	 <p>深圳市民政局 (深圳市社会组织管理局)</p>	<ul style="list-style-type: none"> <li><b>Civil Affairs Bureau of Shenzhen Municipality</b> – a mainland Chinese government agency handling social welfare, elderly services and community development in Shenzhen, often collaborating with Hong Kong organization on cross-border healthcare and social support initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Understand Shenzhen welfare policy, elderly care and rehabilitation policy and its direction to tackle aging population in the future, especially in the cross-border partnership</li> </ul>
	 <p>深圳幸福健康集团 SHENZHEN WELLBEING AND WELLNESS GROUP</p>	<ul style="list-style-type: none"> <li>Back by Shum Yip Group, <b>Shenzhen Wellbeing and Wellness Group</b> is a state-owned enterprise focusing on healthcare and elderly care in a holistic approach</li> <li>The Group runs elderly care projects across all 10 districts of Shenzhen, providing 1377 elderly care bed. It also runs 2 hospitals and 5 health centers in Shenzhen</li> <li>It also form strategic partnership with Hong Kong stakeholders to facilitate cross-border healthcare and elderly care services e.g., providing elderly home space to HK citizens understand Guangdong Scheme</li> </ul>	<ul style="list-style-type: none"> <li>The Group operates hospitals, elderly homes and community health centers which provide Swedish MedTech and elderly care companies to explore collaboration as it also facilitates cross-border partners for healthcare services</li> </ul>

**Note:** Actual agenda and meetings are subject to the counterpart availability and any updated will be communicated in timely manner.

**Source:** Company websites

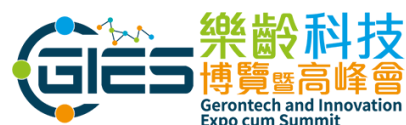
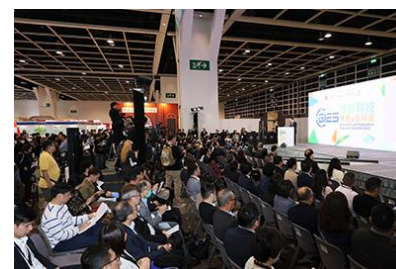
# The delegation timing allows delegates to visit GIES prior to the program to engage with the industry

## About the Gerontechnology and Innovation Expo and Summit (GIES)

- Co-organized by Government of Hong Kong and The Hong Kong Council of Social Service to enhance the public awareness and education about gerontechnology
- Important platform to enable first-hand experience of gerontech products and services and build link between products and services to accelerate technology adoption (e.g., products trials at service units and bringing new resources for NGOs for gerontech solution adaption)
- Features thematic exhibition, forums and workshop to promote the application of innovative technologies and idea to enhance quality of life of people with special needs and the elder
- Attracted all walks of participants, e.g., government departments, elderly services industry, research institutes, manufacturers from local and overseas, media and public
- Business Sweden has been a supporting organization in nominating speakers for the Online Summit of GIES since 2023

## Feature activities

- GIES has composed of two key events, i.e., online summit and physical expo
- The online summit will be held on 2 days in early October 2025, where brings experts, academics and leaders to share view and experience on the development and practical application of gerontech on topic such as dementia x Tech, technology in arts accessibility and use of AI & robotics
- The physical expo will be held on 20-23 November 2025. Despite exhibition booth showcasing a wide categories of solutions e.g., mobility aids, communication aids, telemedicine and rehabilitation etc., the Expo also features thematic workshops and seminars to learn and engage



## NETWORK AND PARTNERSHIP

Connect with key stakeholders in the market e.g., distributors, policy makers, NGOs for elderly and habitation etc.

## GAINING INSIGHTS

Understand the latest trend in the industry development and market potential and needs for future solution development

## MARKET ACCESS

Gain exposure in the market and receive immediate feedback by networking and conversations with key stakeholders

## PROMOTE SOLUTIONS

Market and showcase solutions to audience to increase market recognition and awareness to customers and end-users

For further information about the delegation  
and to sign up, please reach out to:

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