



Public Affairs in China

Chris Colwell

Sr. Director, Public Affairs, Greater Asia

BD

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The comments reflected in this presentation are those of the speaker and do not necessarily represent the views of BD.

Overview

1. Key political and policy entities
2. Policy making and policy implementation
3. Advocacy in the China context
4. Organizational approach

China Public Affairs Landscape

Key political and policy entities



Communist Party

National

- *President*
- *State Council (w/ Ministries)*
- *National People's Congress*

Provincial

City

China has **23 provinces**, **5 autonomous regions**, **4 municipalities** directly under the Central Government and **2 special administrative regions**

China Public Affairs Landscape

Closer look at some of the Ministries



**National Development
and Reform Commission
(NDRC)**

Ministry of Commerce
(MOFCOM)

National Health and Family
Planning Commission

Ministry of Industry &
Information and
Technology (MIIT)

China Public Affairs Landscape

Policy Platforms and Vehicles

13th 5-year plan

Made in China 2025

Anti-corruption campaign

Provincial and municipal
policies



China Public Affairs Landscape

Policy Development to Policy Implementation

Case Study: National Green Book for Medical Device Pricing and Reimbursement

China Public Affairs Landscape

Advocacy and Awareness Platforms

Pursue multiple strategies:	Reputation	Issue Awareness
	Stakeholder Engagement	Advocacy
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Applying different levers:	Direct Engagement	Trade Assoc / Coalitions
	CSR / PPPs	Govt-Govt

China Public Affairs Landscape

Public Private Partnerships

Case Study in Public Private Partnerships

China Public Affairs Landscape

Organizing and structuring your team