

Mevos, the Free Trade Platform of Thought



Mevos International Congress of Aesthetic Surgery and Medicine

Mevos China Medical Cosmetology Industry Summit

Mevos China Annual Meeting for Medical Cosmetology Leader

Notices for Speaker

2017.6.2-6.4

Wuhan International Expo-Center

■ Name

MEVOS INTERNATIONAL CONGRESS OF AESTHETIC SURGERY AND MEDICINE
MEVOS CHINA MEDICAL COSMETOLOGY INDUSTRY SUMMIT
MEVOS CHINA ANNUAL MEETING FOR MEDICAL COSMETOLOGY LEADER

■ Position

Internationalization, Whole industrial chain, Transboundary

■ 2017 Theme

Reform, Integration, Win the future

■ Guiding Ideology

Research, Discuss and think to attain unity, Exchange and progress

■ Organization

Hosted by: Beijing Mevos Management Consulting Co., Ltd

Supported by: Association of Medical Cosmetology Organizations

Organized by: Wuhan Union Plastic & Aesthetic Hospital Department of dermatology

Wuhan No.1 Hospital AiSt Hospital Group Metime Medical Cosmetology Group

Strategic cooperation brand: Shanghai Maise Information Technology Co., Ltd (Umer Doctor)

■ When and Where

Duration: June 2, 2017 - June 4, 2017

Position: Wuhan International Expo-Center



Organization

■ Honorary president

Chen Hongduo Fan Daiming Chen Yu-Ray Fu Xiaobing Martin C. Mihm
Nelson

■ Consultant

Zhang Bin Li Shirong Li Qingfeng Qi Zuoliang Liu Hongchen Wang Yongan
Xu Jun Gao Jianhua Li Dong Lv Peng Guo Shuzhong Yang Rongya
Zhao Zhenmin Zhang Licheng

■ Special consultant

Gao Jingheng Jiang Hua Chen Minliang Ai Yufeng Wang Zhijun Duan Yiqun
Ding Shuzhen Liu Wei Luan Jie Zhao Chunhua Zhang Yang Liu Hong
Dea-Hwan Park Chung-Sheng Lai Zhu Yuqin Zheng Zhizhong Tan Xiaoyan Yang Jun
Zheng Yongsheng Song Ping Qin Hongzhi

■ Co-president

Lee L.Q.Pu Gao Tianwen Wang Weizhen Sun Jiaming Luo Shengkang Qin Jinping

■ Academic chairman

Cui Haiyan Li Yuanhong Gao Lin Yen-Chang Hsiao He Lun Tian Yongcheng
Yan Zhongyu Li Bo

■ Vice-president

Cao Wei	Chang Jiang	Han Xuefeng	Jin Zhao	Li Facheng	Li Jifeng
Li Kai	Li Linge	Li Wenzhi	Liang Hong	Liang Yi	Liu Juehui
Liu Zhi	Lu Tieying	Lu Zhong	Lu Shurong	Ma Jiguang	Song Weimin
Qin Xingjiong	Tan Jun	Tang Yuanwu	Wang Genhui	Wang Jigeng	Wang Yue
Wu Sufan	Xia Wei	Yang Huilan	Yang Jie	Yin Weimin	You Dongsheng
Yuan Yibing	Zhang Cheng	Zhang Yuehong	Zhao Xiaozhong	Zhou Zhanchao	Zhu Meiru
Zhu Yangliu					

■ Special guest

Du Suzhen	Hu Qiaozhi	Huang Jianfei	Kang Xiaoyan	Li Xinlong	Tian Yahua
Wan Xiande	Wang Xiaolu	Wu Zhenqiu	Xiao Zhenggang	Xin Yingji	Xue Zhihui
Zhao Dongsong	Zhou Pengwu				

■ General secretary

Yang Ke	Hu Haibo	Fang Yi	Yang Feng	An Yang	Xu Zhijian
Wang Lixin	Fan Jufeng	Chen Xiaosong	Liang Guoxiong	Wang Haiyang	Guo Ke
Liu Xuemei	Wu Renzhong				

■ Committee

An Yang	Chen Yu-Ray	Chen Jinan	Chen Haiqing	Chen Weijun	Cao Wei
Cao Si jia	Cen Ying	Cui Haiyan	Chang Jiang	Chen Xiaosong	Ding Yang
Du Suzhen	Du Xiaoyan	Du Yuanyuan	Fu Qiutao	Fan Jufeng	Fang Yi
Gao Lin	Gao Jianhua	Gao Tianwen	Guo Ke	Guo Shuzhong	Gao Jianfei
Han Xuefeng	Hao Lijun	He Lun	Hu Gang	Hu Qing	Hu Haibo
Hu Qiaozhi	Hu Qionghua	Jiang Qijun	Jin Ling	Jin Zhao	Kang Xiaoyan
Lai Wei	Li Bin	Li Bo	Li Dong	Li Jing	Li Chunhong

Li Facheng	Li Jifeng	Li Kai	Li Linge	Li Qingfeng	Li Shirong
Li Wenzhi	Li Xinlong	Li Xuenan	Li Yuanhong	Liang Guoxiong	Liang Hong
Liang Yi	Lin Meilan	Liu Liu	Liu Hongchen	Liu Juehui	Liu Wei
Liu Xuemei	Liu Yanjun	Liu Zhi	Liu Dalie	Lu Zhong	Lu Feng
Lu Shurong	Lu Ziyu	Luo Shengkang	Lv Peng	Ma Haihuan	Ma Jiguang
Ma Xiaobing	Ma Changzheng	Mu Fangguo	Ni Yunzhi	Nie Yunfei	Lee L.Q.Pu
Qi Zuoliang	Qin Jinping	Qin Xingjiong	Song Ping	Song Weimin	Sun Jiaming
Shen Junyi	Tan Jun	Tang Yuanwu	Tian Yahua	TianYongcheng	Tu Caixia
Wan Xiande	Wang Yongan	Wang Lin	Wang Baoxi	Wang Binfu	Wang Dong
Wang Genhui	Wang Haiyang	Wang Jigeng	Wang Jianliu	Wang Lixin	Wang Weizhen
Wang Yue	Wang Xiaolu	Wang Xiaojun	Wei Ning	Wu Hong	Wu Jianren
Wu Sufan	Wu Renzhong	Wu Xuejun	Wu Yaolin	Wu Zhenqiu	Xiao Zhenggang
Xia Wei	Yen-Chang Hsiao	Xin Yingji	Xu Hang	Xu Haiyang	Xu Jun
Xu Xia	Xu Zhijian	Xue Zhihui	Yan Jiafeng	Yan Zhongyu	Yang Chao
Yang Feng	Yang Ke	Yang Dingwen	Yang Huilan	Yang Jie	Yang Rongya
Yin Weimin	Yu Jiang	Yuan Yibing	Zhang Bin	Zhang Cheng	Zhang Fei
Zhang Hui	Zhang Licheng	Zhang Ming	Zhang Yuehong	Zhang Yanhong	ZhangYixiang
Zhang Wei	Zhang Zhiguang	Zhao Dongsong	Zhao Qiming	Zhao Xiaozhong	ZhaoZhenmin
Zhou Pengwu	Zheng Zhizhong	Zhou Zhanchao	Zhu Yang liu	Zhu Meiru	Zeng Guilin
Zou Yongxin					



Scientific humanism career plan

Competitive cooperation industrial strategy

Happily charming Chinese dream

■ Objective

Focus on the international cosmetic medicine industry to predict the development trend of industry.

Showcase the forefront of cosmetic medicine technology to inherit the academic core values.

Promote the management reform and upgrading to accelerate the talent career development.

Achieve the innovation of industry development model to build the smart future of cosmetic medicine.



■ Introduction

By following guiding ideology of research, discuss and think to attain unity, exchange and progress, focusing on overall positioning of internationalization, whole industrial chain, transboundary, and targeting at inheriting, innovating and carrying forward excellent industrial culture, Mevos International Congress of Aesthetic Surgery and Medicine attracts famous internal and external leaders of aesthetic surgery and medicine management to discuss the international technologies and academic frontiers scientific progress, to research the successful thinking model of authority leadership and doctors, and to spread the advanced thinking of world management and innovation. It is a comprehensive medical cosmetology industry congress integrating academy, technology, art, management, fashion and culture covering government, industry, university and institute.

The congress is committed to research and discover the all-around development tendency of global medical cosmetology products, technologies, professionals and industry, forecast and release the future development trend. On the one hand, it displays the international frontier academic theories and the latest technologies of plastic surgery, skin disease and cosmetic dermatology, laser cosmetology, cosmetic injection, traditional Chinese medical cosmetology, anti-aging therapy and other popular subjects; on the other hand, it discusses specific practical method for gradually integrating aesthetic surgery and medicine branches, for updating minimally invasive and noninvasive treatment means under the scientific and technological progress of new materials, new equipment, new medicines and new processes.

The congress offers various solutions with innovative thinking angle for specific issues existing in participants' practice by means of keynote speech and a lot of discussions and interactions in parallel sessions, improves learners' theoretical level and precision of professional skill through excellent courses held by masters, provides broad space for exchange and study for counterparts by means of club activities with different theme, aiming at offering practical guidance and suggestions for doctors and related professionals in terms of how to keep up with tide and trend to flexibly use and integrate all kinds of technologies to provide more perfect treatment effect, more comfortable treatment experience and more satisfactory aesthetic surgery and medicine service.

Meanwhile, the congress invites cross-industrial authoritative experts from home and abroad in the multiple fields including aesthetic surgery and medicine academic technology, strategy management, brand marketing, mobile internet, investment and financing etc, to jointly interpret how industrial chain of Chinese aesthetic surgery and medicine, including talent, institution, market etc to seize opportunity of great reform and development on the industry, to cope with information revolution in Internet era, to realize cross-border transformation of the overall industry, fully improving international competitiveness of Chinese aesthetic surgery and medicine industry.

With a view to sustainable and healthy development of medical cosmetology industry in China, and focusing on development demand of Chinese aesthetic surgery and medicine field, the congress carries out all-around strategic thinking and discussion, researches and reveals opportunities and challenges for medical cosmetology industry when China's economy enters into the new normal environment, opens the innovative driving force for the development of medical cosmetology industry, promotes the construction of credit system and correct values of industry, maintain a good reputation of industry in the society, share domestic and international advanced experience for the development of medical cosmetology organizations, create a harmonious, united, rigorous and professional medical cosmetology industrial ecosphere, and promote the medical cosmetology industry develop to the chain-oriented and clustering direction. We will create a summit of medical cosmetology industry with innovative mode, valuing thoughts, emphasizing practicability, rigorous organization, letting a hundred flowers blossom and a hundred schools of thought contend.



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Module of Forum

NO.1 ➤ Core Module of Forum

- Aesthetic Surgery Venue
- Aesthetic Medicine Venue
- Optoelectronics Skills Venue
- Cosmetic Surgery Venue
- Cosmetic Dental Venue
- Nursing Venue
- Annual Meeting for Medical Cosmetology Leader
- Aesthetic Design and Consultation Forum
- Hospital Standardization Forum
- Marketing and New Media Forum

NO.2 ➤ Innovation Module of Forum

- Live Surgery
- Art and Aesthetic Forum
- Medical students employment Forum
- Doctor Career Development Forum
- Technology Development Forum
- Cosmetic Transformation Venue
- Young Doctor Academic Forum

NO.3 ➤ Competitions

- Mevos Star of Standardized Skills Contest for Optoelectronics
- Mevos Consultation Competition
- Mevos Advertising Competition

■ Aesthetic Surgery Venue

Keynote speakers: Cosmetic surgery authoritative experts from European countries, U.S., Japan, South Korea, etc as well as Chinese mainland and Taiwan

Targeted participants: Plastic surgeon, plastic professional medical students, other doctors who intend to engage in plastic surgery

Key words: U.S. plastic surgery training, cosmetic surgery education, double eyelidplasty, rhinoplasty, facial aesthetic surgery, minimally invasive surgery, autologous fat graft, nano fat transplantation, safety of filling material, scar management, clinic management

■ Aesthetic Medicine Venue

Keynote speakers: Internally and externally famous experts in the fields of skin and laser cosmetic

Participants: Doctor engaging in skin laser, and counterparts who intend to engage in cosmetic dermatology

Key words: Combined treatment, noninvasive minimally invasive treatment, new technology, new product, new equipment, scene case

■ Optoelectronics Skills Venue

Keynote speakers: International and domestic well-known skin experts, and well-known photoelectric supplier technical directors

Participants: Dermatologists; laser doctors; optoelectronic device operators; industry colleagues whose aim is to engage in photoelectric treatment and cosmetology

Key words: Optoelectronic device principle; parameter setting; operation method; combined therapy by devices

■ Cosmetic Surgery Venue

Keynote speakers: Internally and externally authoritative experts in the field of micro plas

Participants: Plastic and cosmetic surgeons, dermatologist, and counterparts who are keen on micro plas

Key words: Fresh specimen, anatomy demonstration, injection material, individualized design, risk prevention, medical error handling



■ Cosmetic Dental Venue

Keynote speakers: International and domestic esthetic dentistry leading technical experts and management experts

Participants: Dental clinics and dentists, esthetic dentistry doctors of cosmetic medicine institutions; dental clinic managers; cosmetic medicine institutions managers

Key words: Esthetic stomatology management; esthetic dentistry technology; esthetic dentistry project marketing

■ Nursing Venue

Keynote speakers: Leading nursing experts, and nursing experts of cosmetic medicine institutions

Participants: Hospital dermatology and orthopedic nursing staffs, nursing staffs of cosmetic medicine institutions, and nursing students who aspire to engage in related medical nursing

Key words: Plastic surgery and cosmetic surgery nursing; dermatology nursing; injection micro-shaping nursing; preoperative, operative and postoperative nursing; human care in nursing

■ Annual Meeting for Medical Cosmetology Leader

Keynote speakers: Internally and externally famous entrepreneur, director of hospital, department head, and industrial experts, famous health economists, medical industry venture investor, famous investor and operator in the field of aesthetic surgery and medicine, mobile internet experts

Participants: Investor and senior manager in the field of aesthetic surgery and medicine

Key words: Leading thought, industrial development trend, investment and financing, strategy management, mobile internet, APP, resource integration, industry restructuring, management policy, personnel management, investment and financing club



■ Aesthetic Design and Consultation Forum

Keynote speakers: Internally and externally authoritative experts in the field of aesthetic surgery and medicine

Participants: On-site consultant, online and new media consultant, phone consultant, customer service personnel, counterparts who study customer consumption

Key words: Clinical thinking, aesthetic design, individualized design, comprehensive scheme design, consumer psychology, clinical reception experience, service concept, customer satisfaction, customer loyalty, consultant career positioning, development and transformation

■ Hospital Standardization Forum

Keynote speakers: U.S. JCI, internally famous grade A class 3 hospitals in China, private medical institution, manager of aesthetic and medical organ, manager of famous medical institution from Taiwan China, as well as from Japan and South Korea

Participants: Middle-senior manager of aesthetic and medical organ, head of the department of medical administration, HR department head, head of administrative department, head of customer service department, head of financial department, head of each department of medical institution and head nurse

Key words: Industrial standardized construction, information construction, management system construction, system construction, fine management, process construction, data management

■ Marketing and New Media Forum

Keynote speakers: Leaders of Chinese aesthetic surgery and medicine and elites in the fields of mobile APP, new media etc

Participants: Investor, senior manager, brand supervisor, marketing supervisor, network supervisor etc of aesthetic surgery and medicine industry

Key words: New media, community marketing, mobile internet, aesthetic surgery and medicine, APP, we-chat marketing, institution brand, doctor brand, grass-root staff marketing



■ Live Surgery

To meet the needs of the majority of doctors on the practical surgery, the live surgery will be arranged to illustrate the cosmetic surgery, injection micro-plastic surgery and anatomy. The high-definition broadcast technology will be adopted. The chief surgeon will perform and explain the operation, and make the two-way interaction with the scene. The invited experts will raise the real-time questions, explain and interact with the participants. This will facilitate the participants to understand the principles and skills of surgery.

■ Art and Aesthetic Forum

Keynote speakers: Well-known artists, professors of art in well-known universities, doctors of cosmetic medicine industry

Participants: Doctors of cosmetic medicine institutions, consultants, planning and creative staffs, and other practitioners who are interested in the study of cosmetic medicine art

■ Medical students employment Forum

Keynote speakers: Leading cosmetic medicine experts, front-line young and middle-aged doctors, and career planning experts

Participants: Medical students and nursing students of medical school, and related professional students in other universities who aspire to engage in cosmetic medicine industry



■ Doctor Career Development Forum

Keynote speakers: Internally and externally authoritative experts and excellent doctor representative

Participants: All the doctors and manager of aesthetic surgery and medicine

■ Technology Development Forum

Keynote speakers: Personnel engaging in R&D of aesthetic surgery and medicine, expert and supplier of aesthetic surgery and medicine industry

Participants: Doctor and relevant person in charge of aesthetic surgery and medicine institution, supplier and practitioner of aesthetic surgery and medicine

■ Cosmetic Transformation Venue

Keynote speakers: Cosmetic medicine institution managers and investors; managers and investors in successful transformation of chain cosmetic medicine institutions

Participants: Investors and senior management of cosmetic medicine industry, investors and executives of cosmetic institutions

■ Young Doctor Academic Forum

Keynote speakers: Young and middle-aged academic technical elite in the field of aesthetic surgery and medicine, practical expert

Participants: Doctors engaging in aesthetic surgery and medicine, other doctors who intend to engage in aesthetic surgery and medicine, investor, institution manager



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Competitions

■ Mevos Star of Standardized Skills Contest for Optoelectronics

The contest participants will be examined in terms of theory, technology and practical ability through the selections in preliminary round, semi-finals and final. The aim is to standardize the operation of cosmetic laser surgery technology, improve the professional skills of cosmetic laser surgery practitioners, and strengthen the industry standard operating system, while building a platform of skills display and learning exchange for the medical institutions and practitioners as well as new technology and new devices of cosmetic laser surgery.

■ Most Valuable Counselor of China

The conference will hold the most valuable consultant contest, through written examination, interview, aesthetic design assessment, Situational dialogue and other contest, mentor group will elect dozens of expert, thorough and comprehensive consultants. The idea is to set up the consultation benchmark of medical cosmetology industry, provide an example for industry consultant occupation development.

■ Mevos Advertising Creative Competition

The cosmetic medicine advertising works in various forms are rich in creative factors, which are selected by the invited national cosmetic medicine creative planning teams and the advertising industry teams, and these works will be reviewed by well-known advertising and marketing experts. We are looking forward to the splendid showcase of the most innovative team in Mevos!





Congress Information

■ Schedule

June 2 Whole Day	Forum, Competition, Master Class
June 2 Evening	Forum, Theme Salon
June 3 Morning	Theme Activities of Opening Ceremony
June 3 Whole Day	Academic Venue, Management Forum
June 3 Evening	Mevos TED Industry Speech, Mevos Cosmetic Medicine Show
June 4 Whole Day	Live Injection Anatomy, Management Forum, Academic Venue

■ Wuhan International EXPO–Center

Wuhan International Expo Center is the largest in the Central China and the third largest exhibition hall in China. The Center is driven by the exhibition economy and tourism economy, aiming to develop into an international exposition complex which is centralized on the exhibition and showcase, with the multiple functions of exhibition, science and technology, culture, business, leisure, tourism and residence.

This project covers an area of 6253 acres, with a total investment of RMB 50 billion, which is currently the largest integrated exhibition center in Central China with the most complete functions and the highest standards.

Wuhan International Expo Center is designed with the exhibition hall that can provide the indoor exhibition area of 150,000 square meters and the outdoor exhibition area of 40,000 square meters, ranking the third place in the country and the first place in Central China. This modern exhibition hall is in the control of the management team of Chengdu New Century International Convention and Exhibition Center which is capable of providing the professional, standardized and user-friendly exhibition services. With the great efforts in 3–5 years, Wuhan International Expo Center will be developed into the first-class exposition complex in China, becoming the first choice for exhibitions, conferences and events in Central China.



MEVOS 2017 Application Form

Form

Name: Gender:

Mobile phone number: Email:

We-chat: Employer:

Detailed address: Postal code:

Participation type: Leadership annual meeting / Operation and new media forum

Aesthetic design and consultation forum / Academic meeting

Academic meeting(student)

Registration Fee

Ticket	Conference	Admission	Preferential Price: RMB (Prior to May 12)	Overhead Price: RMB (After May 12)
Special Summit Ticket	Mevos China Medical Entrepreneur Summit	Admissible in Whole Venue	3800	4800
	Aesthetic Design and Consulting Forum	Forum Venue and Venue for Combined Ticket	1200	1500
	Operating and New Media Summit	Summit Venue and Venue for Combined Ticket	2800	3800
Basic Combined Ticket	Academic Venue(Plastic Surgery, Skin, Micro-Plastic Surgery)	All Venues for Basic Combined Ticket	1200	1500
	Non-special Summit (Standardized Forum)			
	Profession Forum			
Basic Combined Ticket(Student)	Academic Venue, Non-special Summit, Profession Forum	All Venues for Basic Combined Ticket	600	800



MEVOS 2017 Application Form

■ How to Register

1. Registration Method 1: Office Website PC

You may visit the official website (<http://conference.imevos.com/2017/mevos>), click the button of "Register Now" on the bottom of the page, and fill out the information for registration. Please fill in the entries in the registration information as far as possible, so that we can provide you with better conference services. Group (2 persons and above) and individual may register on the official website PC.

2. Registration Method 2: Mobile Phone and WeChat Official Account

Individual for participation may register on the mobile phone, WeChat Official Account and other means. Note: Group registration is not accepted on WeChat Official Account and mobile phone temporarily.

3. Registration Method 3:

You may call our enrollment consultants to know the registration details, and the consultants will assist you to fill out the registration.

Registration Consultant: Yu Ying: 18601126490 , Li Siyi: 18601125412

Wang Rui: 18601125435 , Zhu He: 15811257693

Business Canvassing Consultant: Yang Ke 13911387094, Liu Zhanhui 15176887689

■ Financial Information

Account Name: Beijing Mevos Management Consulting Co., Ltd.

Opening Bank: Guangdong Development Bank Beijing West Third Ring Road Branch

Account Number: 137071516010020091

Account Name: Lu Min

Opening Bank: Guangdong Development Bank Beijing West Third Ring Road Branch

Account Number: 621423721001085561



MEVOS 2017 Application Form

■ Additional Information

1. Please pay attention to the scheduled time (May 12) and other preferential policies in the regulations of registration fee.

2. Please contact the conference service team after the application form is completed, to determine your reservation information.

After the application form is completed, please pay the full amount of your reservations, and send the application form and remittance voucher to the conference committee via liwei@mevosforum.com, or contact the person in charge of the registration, in order to determine your valid reservation and reserve your seat.