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
Introduction

- **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
Introduction

Organization

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

- **Consultant**
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  - 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  
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  - Yang Jun  
  - Zheng Yongsheng  
  - Song Bing  
  - Qin Hongzhi

- **Co-president**
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  - Wang Weizhen  
  - Sun Jiaming  
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- **Academic chairman**
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  - Li Yuanhong  
  - Gao Lin  
  - Yen-Chang Hsiao  
  - He Lun  
  - Tian Yongcheng  
  - Yan Zhongyu  
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Introduction

- **Vice-president**
  
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  Liu Zhi  Lu Tieying  Lu Zhong  Lu Shurong  Ma Jiguang  Song Weimin  
  Qin Xingjiong  Tan Jun  Tang Yuanwu  Wang Genghui  Wang Jigeng  Wang Yue  
  Wu Suzan  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 Qiaozi  Huang Jianfei  Kang Xiaoyan  Li Xinlong  Tian Yahua  
  Wan Xiande  Wang Xiaolu  Wu Zhenqiu  Xiao Zhenggang  Xin Yingji  Xue Zhihui  
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  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 Qitao  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 Qiaozi  Hu Qionghua  Jiang Qijun  Jin Ling  Jin Zhao  Kang Xiaoyan  
  Lai Wei  Li Bin  Li Bo  Li Dong  Li Jing  Li Chunhong
Introduction
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.
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

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

Competitions

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

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, autologus 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
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
Core Module of Forum

- **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
Core Module of Forum

- **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
Innovation Module of Forum

- **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
Innovation Module of Forum

- **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
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 contests, 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!
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.

### Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2 Whole Day</td>
<td>Forum, Competition, Master Class</td>
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<tr>
<td>June 2 Evening</td>
<td>Forum, Theme Salon</td>
</tr>
<tr>
<td>June 3 Morning</td>
<td>Theme Activities of Opening Ceremony</td>
</tr>
<tr>
<td>June 3 Whole Day</td>
<td>Academic Venue, Management Forum</td>
</tr>
<tr>
<td>June 3 Evening</td>
<td>Mevos TED Industry Speech, Mevos Cosmetic Medicine Show</td>
</tr>
<tr>
<td>June 4 Whole Day</td>
<td>Live Injection Anatomy, Management Forum, Academic Venue</td>
</tr>
</tbody>
</table>

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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**

<table>
<thead>
<tr>
<th>Ticket</th>
<th>Conference</th>
<th>Admission</th>
<th>Preferential Price: RMB</th>
<th>Overhead Price: RMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Summit Ticket</td>
<td>Mevos China Medical Entrepreneur Summit</td>
<td>Admissible in Whole Venue</td>
<td>3800</td>
<td>4800</td>
</tr>
<tr>
<td></td>
<td>Aesthetic Design and Consulting Forum</td>
<td>Forum Venue and Venue for Combined Ticket</td>
<td>1200</td>
<td>1500</td>
</tr>
<tr>
<td></td>
<td>Operating and New Media Summit</td>
<td>Summit Venue and Venue for Combined Ticket</td>
<td>2800</td>
<td>3800</td>
</tr>
<tr>
<td>Basic Combined Ticket</td>
<td>Academic Venue(Plastic Surgery, Skin, Micro-Plastic Surgery)</td>
<td>All Venues for Basic Combined Ticket</td>
<td>1200</td>
<td>1500</td>
</tr>
<tr>
<td></td>
<td>Non-special Summit (Standardized Forum)</td>
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<tr>
<td></td>
<td>Profession Forum</td>
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</tr>
<tr>
<td>Basic Combined Ticket(Student)</td>
<td>Academic Venue, Non-special Summit, Profession Forum</td>
<td>All Venues for Basic Combined Ticket</td>
<td>600</td>
<td>800</td>
</tr>
</tbody>
</table>
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
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.