中国理状:

中国有着现有文明社会历史最悠久的医药记录。 传统中医疗法和中医理论已有两千多年的发展。在19、 20世紀、通过西方传教士和洛克菲勒基金会的共同务 力, 创办了北京协和医学院, 从而引进了西方医学理 论和实践。今天,中药与西药同步发展;受过西方医 疗训练的中医有时是中国农村地区诊所和药房的主力 军。

虽然中医极力被中国领导层强力推荐。并且成为 医疗保健的主要部分,然而西医在70、80年代也还是 逐漸被人们接受。据統计,从1976年至1981年,受 西医培训过的医生和药剂师人数增加了22.5万人。医 生助理增加的5万人。1981年,受过西医培训的高级 医生有51.6万人, 受过中医培训的高级医生29万人。 中国医学专家的目标是: 把中西医疗法的精华结合起 来。然而,实际上这样的结合进展并不顺利,在许多 方面。中医学生和西医学生根据不同的兴趣组成各自 的群体, 西医学生某种程度上很不情愿接受"不科学" 的传统疗法。而中医人员则设法维护他们领域的权威。 尽管医学院都提供有中西医培训,但在1980年中期, 相对较少的医生能同时掌握两个领域。

在某种程度上,大医院之间中西医疗法相差很 大。虽然设立有统中医院和中医学校。在大部分城市 医院里,中西医门诊却是独立的。而在县医院,传统 中医药得到更大的重视。

传统中医疗主要是草药治疗、针灸、针压法/推

章、 艾灸 (指以艾皴为材料,点燃后直接或间接重 灼体表穴位的一种治疗方法)以及拔火罐。这些 做法被认为是治疗轻微和慢性疾病是有效的方法。 部分原因是它们具有较少的副作用。传统疗法也 可能用于较严重的情况,特别是有急性腹痛的阑 尾炎、胰腺炎和胆结石:有时传统疗法与西医结 合。传统整形外科治疗比西医疗法具有更少固化, 从而在80年代继续被广泛应用。

Http://www.fortgroupinvest.com

公司的目标是在医学教育和实践中形成一个 组织,完善的新体系,以便把前面两个系统中最 好的方面结合起来,从而得出比以往更好的结果。

公司背景

2006年国家中药管理局以中华医学文化 周命名,成立了一个强大的组织机构,得到政府 有力的支持。目标是把中医药推进世界的主流。

"中华医学文化周发展的重点在知识的传播和普 及。戴区城而言,它覆盖国内外任何地区。它以 中医为核心,并涉及许多领域,有科学、技术、 历史、文化、教育、工业、农业、种植、养殖加 工、旅游、医疗、保健等。就时间而言,它追溯 到从古至今。"

中国有计划打造五个中医药文化城市。

北海将是其中的第一个医药文化城市。2007年6 月底在北海的一次会议上, 本公司经北海市的邀请 出席会议。围绕以下主题进行了讨论:

- 建立一所中医药大学(为全世界各地培养中医研究 生医生)
- 建立中西医结合医院(将吸引现在到泰国和印度进 行疗养的游客)
- 中草药种植基地 (几年内,在中国从海平面到西藏 高原地带,建立1000个草药种植基地,绝对保证 项目所需,并打造被世界认可的强劲品牌)
- 豪华酒店和度假村(将会吸引国内外富豪来奢华享 受和养生理疗)
- 商业中心(购物店,饭店等)

为实施这一计划。中华医学文化周专门成立了一 个机构并授权该机构与新成立的香港弘康投资有限公 司签署了合作协议。



One important part of our overall strategy will be a 5+ star hotel/wellness center. The hotel in Beihai City will be located near the beach and near a large protected green park area within walking distance of our hospital. It is planned as a 600 rooms/ suites facility with every modern luxury available for it's guests. The view will be most beautiful and desirable. The city center is easily reachable by car within 15 minutes.

Another important part of the center will be our top quality hospital. It will be located near the hotel/wellness center. Doctors educated in our university will be contractually obliged to work in the hospital after their graduation to provide professional services to our patients.

The university will be an integral part of our system. It will educate western modern medical doctors in traditional medical and emphasize the synergetic qualities of both.

We will provide our own herbal production for the use in our own facilities as well as to produce products available outside our system on a worldwide basis.

A separate outpatient clinic and 2 smaller 4 star hotels will be built later.

Competitive Advantage:

The fact that we have contractual support of the local, as well as Chinese national government, gives us a great competitive advantage. Any other potential competitors have to go through the various government agencies and will not be able to go far because the government itself has an agreement with our company already in place and want to support its own venture.

我们整体投资策略中重要的部分是,超五星级酒店/健康养生中心,酒店靠近北海的海滩,附近是一片保护很好的绿地,走几步路就是我们的医院。酒店计划设置 600个房间,以最现代豪华的模式展现给客人。从酒店可以观赏到最美丽迷人的海景。距市中心只需15分钟的车程。

另一重点投资项目是我们一流的医院,医院距离酒店/健康养生中心不远。在我们中医大学学习的医生按协议可在我们的医院工作实习。毕业后为我们的理疗客人 提供专业服务。

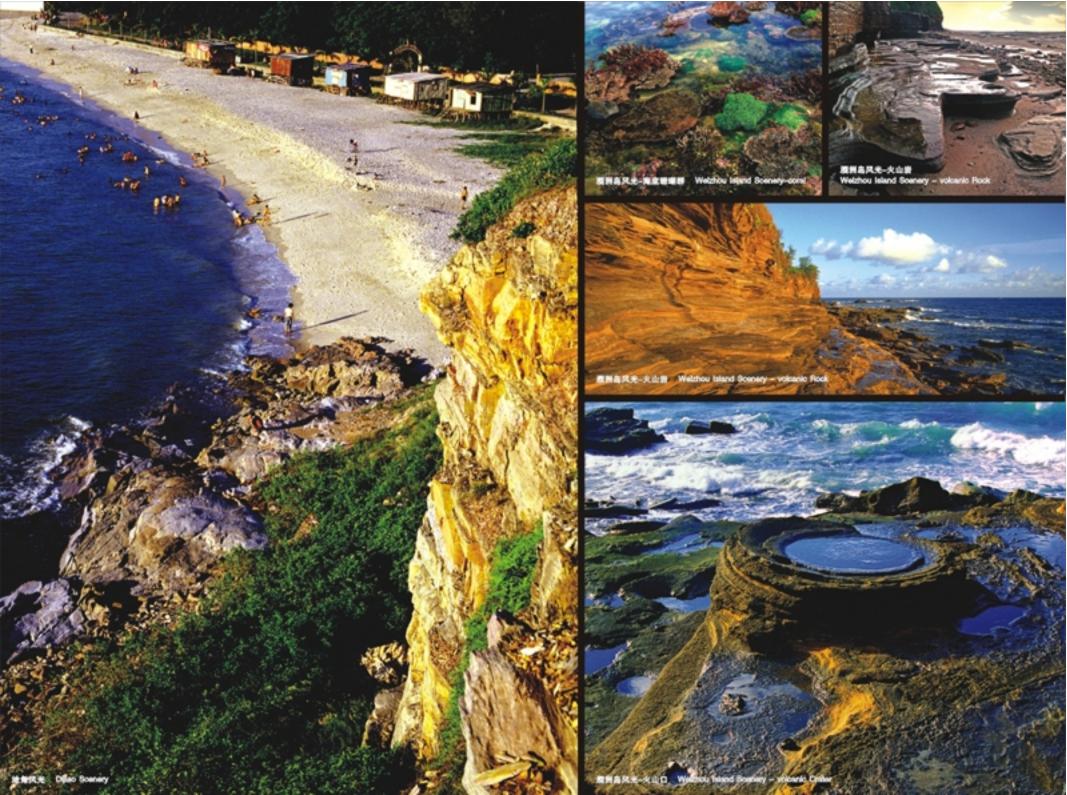
中医大学是我们集团投资项目中不可分割的一部分,所培养学员将得到系统的中西医结合教育。在教育的过程中特别强调中西医结合的应用,努力使学员达到中 西医结合应用的致高境界。

我们集团不仅自我生产自我供给中药品,同时把药品推向世界。

一个独立门诊和两家四星级酒店不久也会起建。

竞争优势:

事实上,我们与北海市政府签署了协议,得到地方政府支持是我们最大的竞争优势。任何潜在的竞争者如果没得到政府诸多部门的许可都不会走得太远,也得不 到支持。



Marketing Plan / Market research

Medical tourism alone is a growing sector describing a rapidly-growing practice of travelling across international borders to obtain health care.

Medical tourism is a growing segment of Thailand's tourism and health-care sectors for example. In 2005, one Bangkok hospital took in 150,000 treatment seekers from abroad. In 2006, medical tourism was projected to earn the country more than \$1 billion US dollars.

According to a recent report by the Singapore-based travel supplier and ticketing firm Abacus International, Asia's medical-tourism industry is expected to generate more than \$4.4 billion US dollars by 2012. The region already attracts more than 1.3 million medical tourists a year; the majority of these travellers come from within Asia, but the long-haul market is "important and growing," the report says. India's medical-tourism business is expanding by 30 percent per year, according to the Abacus survey.

Post Graduates medical professional are the other segment of our market. Doctors who want to further their education and expand their abilities are a large and important part of our students and hospital staff.

Our Joint Venture agreement mentions that 3000 top ranking modern medical experts and scholars from all over the world will come every year to China and attend congresses on Chinese Traditional Medicine.

It is also expected that every year 1'000 doctors will sign up for postgraduate education in Chinese Traditional Medicine.

The Chinese government's support is also fueled by the fact that it wants to build up the regions infrastructure and economic strength. The region, with Beihai as its center, will benefit greatly by our health and education facilities. The herbal production alone will provide jobs and trade possibilities. The region will also benefit from more tourism, as it becomes more known, not only for our medical facilities, but also for its natural beauty.

Beihai City has a historical quarter, thousand of years old, which will be renovated and restored to become a new tourist attraction. Our involvement in this will be central in our strategy to become locally rooted and profitable on other fronts as well.

The idea is that one thing will help the other. The fact that our health facilities are located there will bring real estate value up and higher real estate will help to enhance the whole region

Economics

Health care economics consists of a complicated relationship between a number of participants; the consumer, insurance companies, employers, medical professionals, and various government entities. An essential feature of health care economics is the spreading of risk, since the cost of health care for catastrophic illness can be prohibitive. This risk may be spread by private insurance companies, or by government involvement in the health care market. The health care market can suffer from a number of problems which are so severe as to be characterized by some as market failure.

Adverse selection in insurance markets occurs because those providing insurance have limited information with which to estimate the risks their clients wish to insure against, in simple terms, those with poor health will apply for insurance, raising the cost of providing insurance; those with good health will find the cost of insurance too expensive, raising costs further. Private insurers are economically incentivized to spend substantial sums on investigating the health history of prospective clients, charging higher premiums for unhealthy individuals, which they may not be able to afford.

Moral hazard in insurance markets occurs when the insured behave in a riskier manner than they would if they were not insured. This problem is made worse when the individual is paying only a fraction of the true cost of coverage.

Among the potential solutions posited by economists













are:

Various forms of universal health insurance, such as requiring all citizens to purchase insurance, limiting the ability of insurance companies to deny insurance to individuals or vary price between individuals.

Compulsory universal health insurance is a common thread, although there is no requirement that the insurance or medical services be provided by government. Decreased government regulation: Conservative Republican US Senator Bill Frist argued[44] that the free market will keep costs down, because individuals who have to pay for their own health care will make wiser decisions and not spend money on unneeded or inefficient care. A deregulated free market, Frist argues, will also encourage efficiency and innovation. The US currently (2007) has the most expensive health care of any OECD country and also has the highest percentage of costs paid privately.



COUNTRY	Life expentancy	Infant mortally rate	Physician per 1000 people	Nurses per 1000 people	Per capital expense on health(USD)	Health care cost as a percentage of GDP	% of government cost revenue spent health	% of health costs by government	% of health costs paid by private insurance	% health costs paid by consumer
AUSTRALIA	80.5	5	2.47	9.71	2,519	9.5	17.7	67.5	7.4	21.8
CANADA	80.5	5	2.14	9.95	2,669	9.9	16.7	69.9	12.6	15.1
FRANCE	79.5	4	3.37	7.24	2,981	10.1	14.2	76.3	12.6	7.4
GERMANY	80	4	3.37	9.72	3,204	11.1	17.6	78.2	8.8	10.5
JAPAN	82.5	3	1.98	7.79	2,662	7.9	16.8	81	0.4	17.2
SWEDEN	80.5	3	3.28	10.24	3,149	9.4	13.6	85.2	0	15.1
UK	79.5	5	2.3	12.12	2,428	8	15.8	85.7	0	14.4
USA	77.5	6	2.56	9.37	5,711	15.2	18.5	44.6	36.8	13.3





Most European systems are financed through a mix of public and private contributions.[47] The majority of universal health care systems are funded primarily by tax revenue (e.g. Portugal[47]). Some nations, such as Germany, France[48] and Japan[49] employ a multi-payer system in which health care is funded by private and public contributions. In 2001 Canadians paid \$2,163 per capita versus \$4,887 U.S., according to the Los Angeles Times (also, see table above). According to Dr. Stephen Bezruchka, a senior lecturer in the School of Public Health at the University of Washington in Seattle, Canadians do better by every health care measure. According to a World Health Organization report published in 2003, life expectancy at birth in Canada is 79.8 years, versus 77.3 in the U.S.

A distinction is also made between municipal and national healthcare funding. For example, one model is that the bulk of the healthcare is funded by the municipality, speciality healthcare is provided and possibly funded by a larger entity, such as a municipal co-operation board or the state, and the medications are paid by a state agency. No entirely private health care system exists, although the reform bill in Massachusetts attempts to make private health care more affordable.

Alone in the US, the health-care sector is one of the fastest growing sectors of the U.S. economy. Healthcare consumption, as a percentage of Gross Domestic Product (GDP), is expected to grow from 16.2 percent in 2005 to 20 percent or \$4.0 trillion by 2015, according to the Centers for Medicare and Medicaid Services. America's health care costs in 2004 totaled \$1.9 trillion, or about \$6,300 for each U.S. resident. It's expected to increase to \$11,000 per person by 2015, according to the Citizen's Health Care Working Group.

The health care industry is considered an industry or profession which includes peoples' exercise of skill or judgment or the providing of a service related to the preservation or improvement of the health of individuals or the treatment or care of individuals who are injured, sick, disabled, or infirm. The delivery of modern health care depends on an expanding group of trained professionals coming together as an interdisciplinary team.

Consuming over 10 percent of gross domestic product of most developed nations, health care can form an enormous part of a country's economy. In 2003, health care costs paid to hospitals, physicians, nursing homes, diagnostic laboratories, pharmacies, medical device manufacturers and other components of the health care system, consumed 16.3 percent[7] of the GDP of the United States, the largest of any country in the world. For the United States, the health share of gross domestic product (GDP) is expected to hold steady in 2006 before resuming its historical upward trend, reaching 19.5 percent of GDP by 2016.[8] In 2001, for the OECD countries the average was 8.4 percent[9] with the United States (13.9%), Switzerland (10.9%), and Germany (10.7%) being the top three.

Any kind of alternative health care is growing in popularity thoughout the world. People seek alternatives to the modern medical system.

Product

Our clients will be people worldwide who either have gone through the normal modern medical system without a desired result or people who want to use a more traditional and complete system to heal themselves. Chinese Traditional medicine is a known concept. The fact that our facilities are located and endorsed by China will be an advantage. We are not only located where this medicine is being used but where it came from in the first place. For the more wealthy individuals all luxury that can be imagined will be made available. Health tourism, that has traditionally been going to Thailand, and India etc. will be diverting to our facilities in China and later abroad.

Our potential clients/patients will want to go the original place of the medical research in China to become healthy and fit especially when they can expect great luxury and a wonderful, relaxing environment.

Features and Benefits List all of your major products or services.

For each product or service:

- Describe the most important features. What is special about it?
- Describe the benefits. That is, what will the product do for the customer?

Note the difference between features and benefits, and think about them. For example, a house that gives shelter and lasts a long time is made with certain materials and to a certain design; those are its features. Its benefits include pride of ownership, financial security, providing for the family, and inclusion in a neighborhood. You build features into your product so that you can sell the benefits.

What after-sale services will you give? Some examples are delivery, warranty, service contracts, support, follow-up, and refund policy.



Customers

As mentioned earlier, our customers will be made up of on the one hand people who need medical help and on the other hand doctors who want to learn and help more and better. Both will help each other in a way.

One particular segment of our potential customers will be VIPs and celebrities who need some level of help but do not want to have this fact known in public. They can arrive with their whole family, where the family will enjoy the environment and hotel facilities and where the patient can get treated in the hospital at the same time. These kinds of people generally want to keep their condition a secret.

On the other hand, this kind of wealthy client/patient will support the financially less fortunate to be treated and helped as well. In a sense, the rich enable the poorer to be treated in the same way. This is very I mportant to us.



Competition

Our competition will be located in other countries. It will be unlikely that people seeking Traditional Chinese medicine will go to Thailand instead of China if acceptable facilities are available in China.

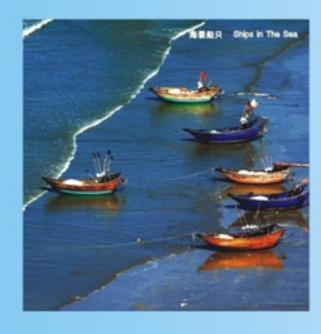
Of course another competition is the normal health system, already in existence in most countries around the world. For many people it will be impossible to travel anywhere away from their home.

There are other hotels in the area and more will come once our facilities are set up and operational. Although this will be competition for the hotel, it will actually help the overall plan.



Our niche is defined by our locations and the fact that we combine traditional and modern medicine in one system and facility. Customers will get the best of both. We optimize both systems and in the course of doing so improve the overall result.

Since our system integrates well, many redundant processes won't be necessary such as multiple x-rays or re-diagnosing of a condition.



Sales Forecast

A sales forcast as such is not possible to make in any accurate way at this point in time. We will have multiple revenue streams from the various segments of our business.

- Luxury 5+ star hotel /wellness center
- Hospital
- University
- 4 star hotels
- Outpatient clinic
- Herbal pharmaceutical production and sale of products
- Shopping and gastronomical facilities within the premises



医疗旅游,被描述为跨越国界获取医疗保健的旅 游近年得到快速发展。

医疗旅游成为泰国旅游业和健康保健业的一个新 的增长点。比如2005年,曼谷医院接待了1.5万来自 海外寻求保健治疗的游客。2006年, 医疗旅游业预 计为该国赚取逾10亿美元收入。

据最近一份来自新加坡旅游供应商和健康保健 公司Abacus国际公司的报告显示。到2012年、亚洲 医疗旅游业预计超过44亿美元。该地区每年已吸引 130多万医疗游客,其中大部分来自亚洲。报告说, 这是一个重要且有发展潜力的市场。根据Abacus公 司调查结果显示。印度医疗旅游业正以每年30%的速 度发展。

培养中医专业研究生是我们市场的一部分,需要 深造中医并进一步提升工作能力的医生。将会成为我 们学生和医院员工的主力军。合资协议提到、每年将 有3000多名来自世界各地顶尖的现代医学专家和学 者到中国,并出席中国传统医学大会。期待每年有 1000名医生从中医大学领取研究生文凭。

事实上随着北部湾经济区的设立。基础设施和实 力的增长增强了政府对我们项目的支持。而北海是广 西北部湾经济区的中心旅游城市, 将极大受益于我们 将要投资建设的教育和健康养生项目。我们项目不仅 促进就业。同时极大促进旅游业的发展和提高知名度。 并使城市更加自然美丽。

北海市是拥有千年历史的海滨城市, 我们的 投资将使北海更加有魅力,成为旅游的新亮点。 我们的中心策略是参与其中, 把它变成我们新的 基础和新的增长点。

其中的道理是事物之间的相互作用。事实上, 我们的健康设施会提高房产价值。而房产价值的 提高有助于加强整个地区的经济。

产品

我们的客户来自全世界, 是那些已尝试过普 通的现代疗法却没得到理想效果的人,或者那些 想使用更传统和彻底治疗的方法的人。中医药是 被人熟知的事情。事实上,我们把项目投在中国 本身就是一个优势。我们的眼光不仅锁定在哪里 使用这些中药, 更关键的是哪里生产了它。可以 想像舒适豪华设施将等待更多豪富的到来。以后 再到国外我们同样的项目。医疗旅游,一直作为 泰国和印度等国的传统旅游、将转移到我们中国 的項目来。

我们潜在的客户/病人是想要去中医的发源地 进行康复治疗,特别是可以组象到在一个豪华、 美好、轻松的环境的人们。

特点和好处 列出所有的产品和服务:

- 描述产品最重要的特点。有何特别之处?
- 描述产品的好处。那就是、产品对消费者有何帮助? 区别特点和好处不同之处,并对他们进行思考。 例如, 一所让你違风避雨的房子可以居住很长时间, 这跟使用的材料和设计有关。这是它的特点。好处包 括带给你拥有的自豪感、经济的安全感、家庭的归属 盛和社区的融入感。打造产品的特点,可以使其市场 广阀。

你将提供什么售后服务? 如说偿、保修、服务合 同、跟踪服务和退款服务。

羅客

正如前面提到过,我们的客户是一方面需要医疗 帮助的人,另一方面是需要深造和组做得更好的医生。 而者某种程度会相互帮助。

我们一部分特殊的潜在客户是重量级人物和名 人。他们需要某种程度的医疗帮助但不想公开于众。 他们可以和家人一道而来, 当在医院接受治疗的同时, 家人可以享受美丽的环境和酒店的设施。这类人的身 体情况往往需要保密。

另一方面,这类富裕的客户/病人可以帮助穷人。 在某种意义上,富人可以让穷人享受同样的待遇。这 对我们来说意义重大。

竞争

我们的竞争对手在国外。如果我们的设施在中 国,而寻觅中医的人却前往泰国,这是我们不愿意看 到的。当然,另一个竞争对手是大多数国家已存在的 大众卫生保健系统。对多数人来说, 离家去遥远的地 方旅游疗养治病是难以实现的。

我们的项目开工建设时, 附近会有更多酒店跟 着兴建。虽然是我们的竞争对手,但实际上这对整个 項目有利。

优勢

我们的优势在于选址以及中西医合二为一。客人 可以享受到两种最佳的疗效。我们优化两者,并在其 过程中使整体效果得到改善。由于我们中西医结合的 方法好,许多步骤如x光检查和重新诊断已没有必要。

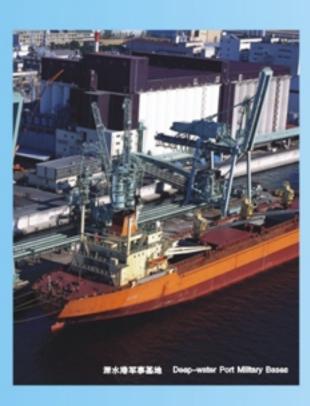




销售预测

在此时不能准确地做出任何销售预测。公司有多 个收入渠道,来自不同的项目。

- 五星级酒店/健康养生中心
- 医院
- 大学
- 四星级酒店
- 独立门诊
- 中药生产及销售
- 购物和美食



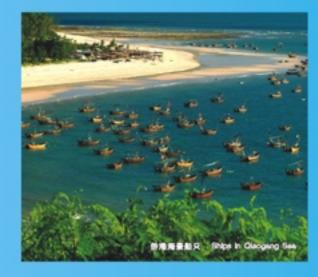
司 8

We are currently in the startup phase of our business. Below is a plan of the rough steps to be taken.

- 1.Setup and Registration of company entities.
- Registration of limited company in Hong Kong completed.
- Registration of limited company in Beijing completed.
- Registration of limited company in Beihai Citycompleted.
- 2. Office space for all three entities
- 3. Press conference in BEIHAI CITY after signing of the contract,
- 4. Acquisition of land in Beihai for commercial, industrial and educational purposes all together 333 hectare (5000 mu). 2500 mu half already been chosen and secured.
- Formation of a team by the local Beihai government The participants are leaders from different departments of Belhal's government including the Sanitation

Bureau, Foreign Affairs Office, Tourism Bureau, City Planning Bureau, Land Resource Bureau etc., together more then ten departments. The city mayor Mr. Lian asked that all the departments concerned help to build our projects in Beihai and to provide the basic data for the planning. The meeting has decided to form a team from different departments of Beihai's government to help our projects.

- Commencement of the 5+ star hotel/wellness center (Schuster)
- 7. Building of the hospital near the hotel facility
- 8. Building of the University
- 9. At the same time pharmaceutical herbal production facilities will be opened near Beihai and around the country.
- 10.Purchasing of real estate in the historical part of Belhai and reconstruction of the whole historic quarter, driving up the value of the area after our investment.



Location

The first location is Beihai city. The first part of the land was chosen and secured. Located in a prime location near the beach and near a protected green park area.







目前我们的项目正在启动,以下是初步计划:

- 1.注册成立公司实体。
- 注册香港有限公司已完成
- 注册北京有限公司已完成
- 注册北海有限公司已完成
- 2.三个公司的办公场所已落实
- 3.签订协议后召开的记者招待会(如图)
- 4.我们涉及到商业、教育、工业的项目用地估计共需 333公顷(5000亩)。其中2500亩已进行初步选地。
- 5.组成由当地北海政府各个部门的领导人组成的工作 组,如市外事办,市旅游局,市规划局,市土地资 源管理局等十个以上的部门。市政府领导要求所有 部门全力协助我们建设北海的项目,并为项目规划 设计提供基本的数据。大会已决定为我们项目成立 专门工作组。
- 6.超五星级酒店/保健中心的建设
- 7.在酒店附近雞医院
- 8.建大学
- 9.同期,中药制药厂在北海周边和全国范围逐步建成 投产。
- 10.收购北海老城房产,修旧如新,重现其历史辉煌, 提升价值。



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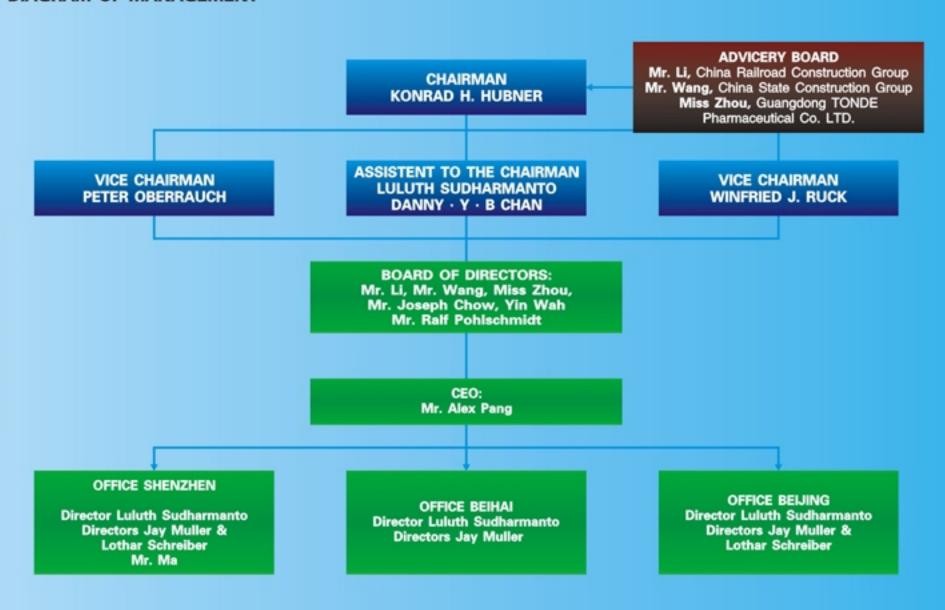






DIAGRAM OF MANAGEMENT

北海康瑞德咨询有限公司



管理阶层图表

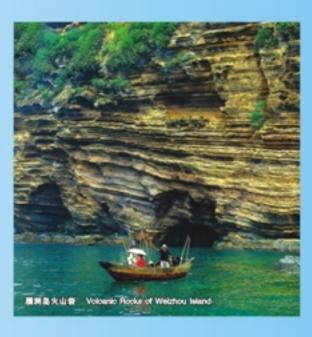


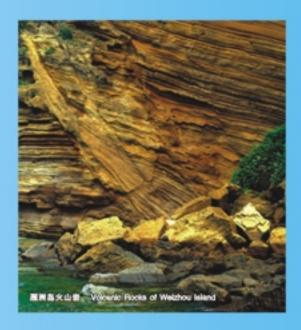
P21 北海康瑞德咨询有限公司

All startup expenses till today were carried by GREAT CONCORD INVESTMENT LTD.

Now we will arrange our credit lines, where we provide GLOBAL BONDS as collateral, issued by the Central Bank of Venezuela, which are internationally recognized and registered (EUROCLEAR) and also traded on the international stock market.

This plan is for the initial setup of overall operation. Separate plans and teams will be created for each separate project such as the hotel, the hospital and the university.





至今为止所有的启动费用由弘康投资有限公 司承担。我们以全球债券作为抵押申请信贷额度。 债券由委内瑞拉中央银行发行,是国际公认注册 (欧洲)并在国际股市上交易的债券。









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