

Swiss Startup Success in China

powered by



PB&B

Venture Leaders China 2020

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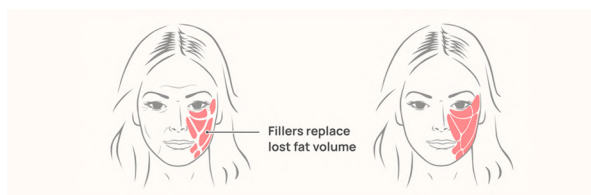
PB&B is a Swiss Medtech spin-off of EPFL (École polytechnique fédérale de Lausanne), founded in 2013 by three bioengineers, which aims for creating natural and minimally invasive solutions for facial aging and body shaping. The Lausanne-based life sciences startup develops a new generation of fillers and soft tissue remodeling injections for plastic surgeons and dermatologists.

China is currently the second biggest market for PB&B and is estimated to surpass the US as it is still in the beginning phase of its growth. China is also the most profitable market for the industry. PB&B has filed patents in the top 25 markets and has already been granted in Brazil. So far PB&B has successfully raised CHF 3 million (USD 3.28 million) from a Chinese angel investor active in the aesthetics industry, and was granted CNY 3 million (USD 0.453 million) by the authorities of the city of Hangzhou to kickstart their China office. PB&B plans to set up its China office with local operation and to partner with contract research organizations on clinical trials in 2021.



For all the Swiss startups looking at entering China's dynamic market Swissnex in China is the place to start! Thanks Swissnex in China for all the support!

Anthony Aho | CEO & Co-founder, PB&B



PB&B develops a novel technology for aesthetic doctors to remodel the face and body with an injection

■ ADDING VALUE Learn about our continual support to PB&B in China

China Market Entry Swissnex in China supports Swiss startups by connecting them with networks of China's fast-growing market and industry experts to support them for successful market entry in China. PB&B joined Venture Leaders China 2020, a program co-organized by Swissnex in China and Venturelab to facilitate connections between Swiss startups and Chinese investors, mentors, experts, and potential partners. They also joined the Innosuisse China Camp, our joint-program with Innosuisse - the Innovation Agency - which offers continuous tailored support to Swiss startups in China.

Visibility & Promotions Swissnex in China leverages unique and exclusive opportunities to promote the visibility of Swiss startups in China. In November 2020, PB&B was invited by Swissnex in China to present their startup at the Shanghai Stock Exchange STAR Market and connect with its innovation ecosystem.

■ MILESTONES Follow PB&B's journey to success in China

2020

2021

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1 PB&B joins Venture Leaders China 2020.



2 PB&B receives CNY 3 million grant to kick-start clinical operations in China

3 PB&B joins Innosuisse China Market Entry Camp.



4 CEO & Co-founder Anthony Aho arrives in China to set up local operations in Hangzhou.

5 PB&B invited to present at Shanghai Stock Exchange STAR Market.



6 Swissnex begins tailored support for PB&B as part of Innosuisse Camp, linking them with accelerators, clinical trial sites and beauty industry.

■ CONNECTING THE DOTS Discover organizations who took part in PB&B's China success story

Canton of Vaud

EPFL

Hangzhou Qiantang Smart City

Innosuisse

Innovaud

Venturelab



ARE YOU A SWISS STARTUP WORKING ON YOUR OWN CHINA SUCCESS?



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