

HEALTH AND WELLBEING NEW SILK ROAD CONFERENCE

INNOVATION, COOPERATION, HEALTH TOURISM

27TH MAY 2021

AT
UNIVERSIDADE DE AVEIRO



**PLACE – AVEIRO UNIVERSITY, RENATO ARAÚJO AUDITORIUM (BUILDING 25 - CENTRAL AND
RECTORIAL BUILDING)**

9H00 – REGISTRATION OF PARTICIPANTS

9H30 – OPENING SESSION -WELCOME REMARKS

PROF. PAULO JORGE FERREIRA – DEAN AVEIRO UNIVERSITY

PROF. JOSÉ JOAQUIM MARQUES ALVARELHÃO – EXECUTIVE BOARD OF HEALTH SCHOOL AVEIRO UNIVERSITY

PROF^a FERNANDA ILHÉU - PRESIDENT NEW SILK ROAD FRIENDS ASSOCIATION (NSRF)

AMBASSADOR JOSÉ AUGUSTO DUARTE – AMBASSADOR OF PORTUGAL IN CHINA

AMBASSADOR ZHAO BENTANG – AMBASSADOR OF THE PEOPLE’S REPUBLIC OF CHINA IN PORTUGAL

1ST PANEL

10H30 – 11H00 – CHINA’S HEALTH GOVERNANCE

ADDRESSES:

DR^a ANABELA SANTIAGO - NSRF/UA – *NEW HEALTH SILK ROAD AND 14TH FIVE YEARS PLAN*

**PROF. SIMON LEE - UNIVERSITY OF MACAU - *THE IMPORTANCE OF DEVELOPMENT COOPERATION WITH
CHINA IN THE HEALTH GLOBAL SYSTEM***

11H00-11H15 - COFFEE BREAK

2ND PANEL

11H15 – 12H00 – HEALTH PROMOTION AND DISEASE PREVENTION

ADDRESSES:

**PROF. SAN MING WANG – UNIVERSITY OF MACAU - *CANCER PREVENTION THROUGH POPULATION
SCREENING IN GREAT BAY AREA***



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DR^a ANA MARIA VARELA – TRADITIONAL MEDICINE SPECIALIST – *TCM AND ITS ROLE AS PREVENTIVE MEDICINE*

PROF^a. BEATRIZ LIMA – DIRECTOR OF PHARMACY FACULTY OF THE UNIVERSITY OF LISBON – *INTEGRATED THERAPEUTIC STRATEGIES IN THE CONTEXT OF THE PREVENTION AND TREATMENT OF METABOLIC DISEASES*

3RD PANEL

12H00 – 13H00 – EUROPE-CHINA COOPERATION OPPORTUNITIES IN HEALTH RESEARCH AND INNOVATION PROGRAMS

ADDRESSES:

PROF. ZHANG BOLI- PRESIDENT OF THE CHINA ACADEMY OF CHINESE MEDICAL SCIENCES – *CHINESE MEDICINE PLANTS DO THEY HAVE A POSITIVE EFFECT TO COVID-19 TREATMENT?*

PROF. PATRÍCIA CALADO – BOARD MEMBER OF AICIB – *EUROPE CHINA COOPERATION OPPORTUNITIES IN THE EU RESEARCH AND INNOVATION FRAMEWORK PROGRAM*

PROF. HUANG ZAIWEI – ZHEJIANG CHINESE MEDICAL UNIVERSITY – *THE ROLE OF ALTERNATIVE AND INTEGRATIVE MEDICINES IN THE HEALTH DEVELOPMENT PROJECTS IN EUROPE*

PROF^a. OLGA SILVA - PHARMACY UNIVERSITY/ LISBON UNIVERSITY PROF - *USE OF MEDICINAL PLANTS OF TCM IN PORTUGAL: CHALLENGES AND CONSTRAINTS*

13H00 - 13H15 – Q&A

13H15 - 14H15 – LUNCH



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4TH PANEL

14H15 – 15H00 – HEALTH SCIENCE PARKS – EXAMPLES OF GOOD PRACTICES

ADDRESSES:

DR. SHI JUN – PRESIDENT OF CHENGDU HEALTH SERVICE INDUSTRY CHAMBER OF COMMERCE - *SUINING HEALTH CITY*

ENG^o JOÃO ALMEIDA NUNES – PRESIDENT AND CEO - ASSOCIAÇÃO BLC3 - CAMPUS DE TECNOLOGIA E INOVAÇÃO - *INTERNATIONAL COOPERATION IN HEALTH INNOVATION ON POST COVID-19*

DR^a JOANA BRANCO – EXECUTIVE DIRECTOR OF BIOCANT ASSOCIATION – *BIOCANT - FOSTERING PORTUGUESE BIOTECHNOLOGY*

5TH PANEL

15H00 – 15H45 – HEALTHY AND SUSTAINABLE CITIES

ADDRESSES:

PROF. CARLOS BORREGO – EMERITUS FULL PROFESSOR DAO/UA – *CIRCULAR ECONOMY FOR HEALTHY CITIES*

DR^a DIANA LOPES - GOVCOPP, AVEIRO UNIVERSITY - *PORTUGUESE HEALTH CITIES NETWORK/COLLABORATIVE GOVERNANCE IN HEALTH REGIONAL AND LOCAL LEVELS*

6TH PANEL

15H45 – 16H15 – HEALTH AND WELLNESS TOURISM CITIES AND REGIONAL DEVELOPMENT

ADDRESSES:

PROF^a ZÉLIA BREDÁ - DEGEIT, AVEIRO UNIVERSITY - *CHINESE OUTBOUND TOURISM FOR HEALTH PURPOSES*

PROF. CELESTE VARUM – ASSOCIATE PROFESSOR WITH HABILITATION AT THE UNIVERSITY OF AVEIRO – *HEALTH AND WELLBEING TOURISM - OPPORTUNITIES AND CHALLENGES, A POLICY PERSPECTIVE*



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7TH PANEL

16H15 – 17H00 – HEALTH SILK ROAD TRENDS IN TRADE, INNOVATION AND INDUSTRY

ADDRESSES:

PROF. JOÃO CARVALHO DAS NEVES - ISEG/MINDFULLNESS - *PROMOTION OF HEALTHY LIVING HABITS IN CIVIL SOCIETY/ CORPORATE WELLNESS BEST PRACTICES*

DR. PETER DEADMAN - AUTHOR OF THE BOOK *LIVE WELL LIVE LONG - YANGSHENG -NOURISHMENT OF LIFE*

PROF. ENRIQUE GALAN - NSRFA/ADB - *GLOBAL VALUE CHAINS FOR HEALTH AND WELLBEING SECTOR*

17H00- 17H15– Q&A

CLOSING SESSION

17H15-17H45

ADDRESS:

DR^a ANA ABRUNHOSA – MINISTER FOR TERRITORIAL COHESION



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