

Berlin, June 20th, 2020

## Letter of Recommendation for Mr Chenchao Liu

In late 2019, APX launched the Digital Health Initiative (DHI) which pursues the goal to help bridge the gap between innovation and commercialization around digital health in Berlin, and more broadly, Germany. During the DHI's virtual meetup "Going East/Going West: opportunities and barriers for digital health startups in Germany, China and beyond" on June 3rd, 2020, Mr. Liu acted as a keynote speaker and as panelist for the moderated discussion.

Mr Liu opened the event by presenting a thoughtful, well-structured, and in-depth analysis of the Chinese digital health market and elaborated on risks as well as opportunities in expanding to the Asian market. His expert knowledge set a cornerstone for the pursuing panel discussion during which he was joined by Mrs Lina Behrens (Managing Director of Flying Health) and Dr. Anne Latz (CMO of alley). Mr Liu's extensive view on the German as well Chinese developments in digital health enriched the panel discussion with insightful clues for health-focused entrepreneurs.

The virtual event was attended by 60+ unique viewers live on Youtube, while the [recorded version](#) has 100+ views (as of June 20th, 2020). The viewers' average session length of 55% demonstrates the high quality of the presentation and pursuing discussion to which Mr Liu contributed decisively.

Therefore, we can strongly recommend Mr Liu as a keynote speaker and panelist in the context of digital health, market expansion and in-depth knowledge of the Chinese market. We are looking forward to future collaborations.



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APX by Axel Springer & Porsche