

The George Institute is Experiencing Healthy Success in China

In Conversation with Professor Craig Anderson, Executive Director of The George Institute China, Winner of the Business Excellence Award for Sustainability, Diversity and Responsibility at the 2017 AustCham Westpac Australia-China Business Awards (ACBAs)

The 2017 AustCham Westpac Australia-China Business Award (ACBA) for Sustainability, Diversity and Responsibility was the start of several 10-year celebrations of The George Institute for Global Health in China.

Initially founded in 1999, The George Institute entered the health industry with a mission to improve the health of millions of people worldwide. Their aim is to find widely applicable solutions for non-communicable diseases (NCDs) such as chronic diseases, injury/trauma and mental health, especially for low and middle-income countries where most health efforts are concerned with infectious disease and malnutrition. The effects of The George Institute's efforts in bridging the large health gap that lay between physical and non-communicable diseases (NCDs) was quickly seen. Since establishing its China office in 2007, The George Institute has organised several dozen research projects to look into NCD treatment in China and published results in leading scientific journals.



The George Institute's success to date has been attributed towards the strong mission and approach to the research business, along with success in attracting strong support, collaborations and alliances with various government sectors, universities, and a large number of hospitals and health care organisations across China.

“Our research into the prevention and management of chronic diseases spans the community and hospital sectors, and requires partnerships and engagement to ensure both successful conduct of the research but also implementation of the results into practice and policy” – Professor Craig Anderson, Executive Director at The George Institute China.

The organisation's longstanding commitment towards improving health outcomes worldwide through high quality and impactful research won them the ACBA 2017 Business Excellence Award for Sustainability, Diversity and Social Responsibility.

“We are proud to have been recognised for our achievements in China. It has been a great encouragement to our staff and partners, affirming our mission and commitment to generating research evidence and capacity in this country, and of the importance of Australia-China relationships” stated Professor Anderson.

As China experiences rapid economic and social transformation bringing wealth and prosperity, the importance of health and wellbeing has risen sharply in the eyes of the general population. The trend of China’s aging population, environmental changes, unhealthy lifestyles, along with community and family disruption has caused the Chinese government to implement policies and reconfigure services in hopes to combat adverse health consequences.

The current emphasis and value placed on health research organisations, like The George Institute, however, is not without its challenges. Funding restrictions, increasing administrative requirements, and fierce competition are all challenges to be considered in 2018. Facing these challenges, Professor Anderson continues to express optimism, placing much trust in the firm’s current position in the market.



“We have strong infrastructure support and talented people that puts us in an enviable position to build upon our successes, and readily address these and other challenges that occur along our journey to improve the health and wellbeing of people now, and in the future.”

With the rapid development of digital technology along with increased expectations and prioritisation of general wellbeing, high quality health and medical research agencies are now a top priority for the business, education and innovation sectors in China.

For firms looking to enter the Chinese health market in 2018, Professor Anderson gave the following words of advice: “We would advise operations to update their views about China. Focus on client segmentation, effectively identify customers’ needs, and provide them with specialised, high quality services in the face of competition and challenges.”

To find out more about The George Institute head to their [website](#).

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If you would like more information about the 2018 ACBAs, contact AustCham Shanghai's Senior Partnerships and Projects Manager [Stephanie Smith](#).