

Valtero Canepa

I was born in Liguria in 1960. I have two children and I live in Shanghai.

I have been working for more than 34 years at the Bracco group, where I made my debut as a medical representative, and during my career I covered several roles including Global Marketing Director, Country Manager Italy and Project Leader for product development.

In 2013 I moved to China, where I am presently responsible for the mainland and Hong Kong business of the Group, including diagnostic contrast agents and medical devices, with total revenues of more than 150 million euros in 2020 and more than 400 people employees, including R&D, medical and regulatory, production, distribution and promotion, sales and business development.

Thanks to the different assignments in my long career, I developed a very extensive knowledge of the global healthcare market, both for pharmaceuticals and medical devices.

I was among the founders of the Healthcare Working Group of the CICC and I was the Vice President of the China-Italy Chamber of Commerce (CICC) between 2016 and 2022.