

Jessie J. Xie

Senior Associate

Beijing

Biography

As a senior associate in our Life Science and Health Care Group, Jessie has developed her practice to cover all types of regulatory work in the medical device, pharmaceutical, healthcare, food and cosmetic industry sectors in China. She believes that the goal is not always to answer the question, but to help you achieve a competitive advantage and minimize regulatory risk. Jessie is familiar with product approval, clinical trials, adverse event report, product recalls, labeling, advertising requirements, as well as compliance with Chinese laws and regulations relating to local manufacturing and global distribution of medical devices, drugs, food and cosmetic.

She has worked with multinational medical device and pharmaceutical companies to spot regulatory risks, prevent problems from happening, and resolve them in a practical manner. She has also worked with foreign universities to develop cooperative research programs in China. She has helped health care companies with the establishment of jointly-operated hospitals in China. Jessie also advises extensively on privacy, data protection, encryption, commercial franchising, and direct selling practice – the areas that are rapidly changing and highly regulated in China.

Representative experience



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Practices

Corporate

Food Law

Health Law

Marketing and Advertising

Medical Device and Technology
Regulatory

Pharmaceuticals and Biotechnology
Regulatory

Privacy and Cybersecurity

Industries

Life Sciences and Health Care

Advising a French medical device company on contractual arrangements with its distributors and trading partners, and regulatory requirements for its onshore operating entities.

Advising a global jeweller and luxury goods retailer in relation to personal data protection, transfer and collection.

Advising a leading international company on its coffee brand franchise in China.

Advising a multinational pharmaceutical company in relation to the management and transfer of employee and patients data, develop the internal privacy policies.

Advising a U.S. based international company on its equity investment in a health care group.

Advising a U.S. medical device company on various matters including clinical trial, product recall, device refurbishment, product labels, product registrations, etc.

Advising a U.S. research institution on its collaborative project with Chinese parties on establishment of a cancer tissue repository in China.

Advising a U.S. university on hosting a medical facility on the campus.

Advising several international companies in relation to privacy policy and term of use agreements.

Advising various clients on regulations for advertisement and promotion of pharmaceutical and medical devices in China.

Advising various international companies on use and import of foreign encryption products.

Representing a German pharmaceutical company on restructuring its China entity which distributes drug products from an EJV into a CJV, and preparing relevant contracts.

Areas of focus

Consumer Product Safety Regulation

Medical Foods and Dietary Supplements

Food Advertising and Regulation

Food Recalls

Food Legislation and Regulatory Policy Development

Product Development and Approval

Sales Promotions

Sponsorship

Advertising and Promotion Compliance

Adverse Event Reporting Vigilance Reporting

Premarket Review

Clinical Trials

Health Privacy and Cybersecurity

Workplace Privacy

Health Care Services

Hospitals and Health Care Providers

Medical Devices

Pharmaceuticals and Biotechnology

Education and admissions

Education

LL.M., University of Aberdeen, 2006

LL.B., Guizhou University, 2004

Representing a leading U.S. based hospital group in negotiations to establish a jointly-operated hospital in China.

Bar admissions and qualifications

People's Republic of China

Awards and rankings

- Top 15 Rising star, *ALB China*, 2019

Latest thinking and events

- Hogan Lovells Publications
 - Third party payment licences in China – are they within the grasp of foreign investors?
- Awards and Rankings
 - Senior associate Jessie Xie named by Asian Legal Business as one of China's top 15 rising lawyers
- Hogan Lovells Publications
 - New human genetic resources regulations in China
Government Relations and Public Affairs Alert
- Hogan Lovells Publications
 - China's first data protection measures lifting its veils
IPMT Alert
- Insights
 - China Marches into Cybersecurity Classified Protection 2.0
- Hogan Lovells Publications
 - A comparison of IoT regulatory uncertainty in the EU, China, and the United States