

MARKET SCOPING MISSION INFORMATION HEALTHCARE & MEDICAL TECHNOLOGIES 17–21 MARCH 2019, JAPAN

Are you interested in applying for the Healthcare & Medical Technologies Market Scoping Mission to Japan? Are you seeking more information about the EU Gateway to Japan coaching approach, the standard and customised services, the promotion of your company in Japan, a more detailed outline of the Market Scoping Mission Week events, and financial support offered by the European Union? Please read this document.

1. Overview of the 2019 Healthcare & Medical Technologies Market Scoping Mission to Japan

1.1 Coaching

European companies receive coaching during the application stage, the pre-departure stage, the Market Scoping Mission week in Japan, and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After you submit an Expression of Interest, we will contact you to discuss your company's eligibility and suitability for the Market Scoping Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Japanese Healthcare & Medical Technologies market and help you to define your market strategy.
- **Pre-Departure Meeting:** Before the Market Scoping Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Market Scoping Mission week, a presentation on the Japanese market in your business sector, and consultation on the business matching process.
- **Post-Mission Follow-Up:** Shortly after your return to Europe, your EU Gateway Coach will debrief you and offer advice on follow up with contacts made in Japan. You will also be asked to complete an online questionnaire after the Market Scoping Mission.

1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Japan. They are fully financed by the EU and are provided to all participants. Standard Services include:
 - Product suitability check
 - Search for local business partners
 - Scheduling of individual meetings
 - Promotion in the Japanese market
 - Built-up booth at the 3-day Business Exhibition within the Medtec Japan 2019 (Tokyo Big Sight Exhibition Centre)
 - Interpreters (English-Japanese-English only) on the three Business Exhibition days for the match making meetings
 - Language support at pavilion
 - Stand-by support during the entire Market Scoping Mission week
- Promotion of your company in Japan (see 1.3 for details)
- **Customised Services:** You can choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
 - Translation into Japanese and printing of company documents, product manuals, brochures, and business cards, etc.
 - Personal interpreter (English-Japanese-English only) for business meetings held outside of the Business Exhibition Days
 - Additional business-related services provided by independent experts

1.3 Promotion in Japan

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Japan. Promotion will include:

Press Release: a press release will be distributed to targeted media with details of all companies participating in the Market Scoping Mission.

Japan Website: Your company profile will be formatted in Japanese for all Japanese companies to view on the EU Green Gateway Japanese website at www.eu-green-gateway.jp. They will be able to request to set up business meetings.

Direct Mail Promotion: Invitations to the Business Exhibition Days and a Business Networking Reception will be sent to sector-related Japanese companies, industry, associations, and public organizations in Japan. With the cooperation of the Medtec Japan 2019 organisers and Public Relations team there will be a large audience for this Market Scoping Mission.

Market Scoping Mission Catalogue: a printed Japanese/English catalogue detailing all EU companies participating in the Market Scoping Mission will be distributed at the Business Exhibition Days. The catalogue will also be made available online. Each company profile includes:

- Company key data and contact information
- A company introduction
- A summary of your company's products and technologies
- Two images of products you wish to focus on in Japan
- A photograph of your company's representative(s) at the Market Scoping Mission

2. The Market Scoping Mission Week

The five-day Market Scoping Mission week in Japan will take place in Tokyo from Sunday 17 March to Wednesday 20 March 2019. Participants should anticipate arriving in Tokyo on Saturday 16 March in order to attend the first mandatory briefing session at 9:00 on Sunday morning, and leaving on Thursday 21 March.

2.1 Saturday evening: Informal Welcome Drinks

Time: 18:00-19:30

Venue: Near Mission Hotel

Participants are invited to meet informally at the hotel bar or a similar venue when they arrive in Tokyo. This is an opportunity to network with the local organisers and other participants. This event is optional.

2.2 Sunday morning: Briefing Session

Time: 09:00–12:00

Venue: Mission Hotel

The Briefing Session comprises a short final update on mission week events and meeting schedule by the organisers followed by in-depth presentations on the Japanese Healthcare and Medical Technologies market by local sector experts. Lunch is provided after the presentations.

2.3 Sunday afternoon: Site Visit (Optional) / Help Desk

Time: 13:00–17:00

Venue: TBC

Participants have the option to attend **Site Visits** on Tuesday. This will offer an insight into the Healthcare & Medical Technologies sector in Japan. Travel arrangements will be provided. Participation is not mandatory.

Time: 16:00–18:00

Venue: Tokyo Big Sight Exhibition Centre

All participants may prepare their booths and do their final checks. All booths must be set up by 18:00.

2.4 Monday, Tuesday & Wednesday: Business Exhibition Days

Time: 10:00–17:00

Venue: Medtec Japan 2019 (Tokyo Big Sight Exhibition Centre)

The **Business Exhibition Days** will take place within the Medtec Japan 2019 (Tokyo Big Sight Exhibition Centre).

Medtec Japan is the **largest medical device manufacturing and design show in Asia** to show your technologies and products to medical device manufacturers in the world. The 2018 trade fair had over 30,000 visitors with over 500 exhibitors.

Medtec Japan is the place where the unique and state-of-the art medical technologies and equipment gather in one site. It is also held in **conjunction with five other trade fairs: Electro Med Japan, Smart Health Japan, Care and Welfare Robot & Device Expo, Test Kit Japan and MedTec City**, and is also co-located with the CPhI Japan, focused on pharmaceutical ingredients.

Participants will be able to show products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at your booth or meeting areas at the exhibition.

2.5 Tuesday evening: Business Networking Reception

Time: 18:00–20:00

Venue: Mission Hotel (TBC)

A **Business Networking Reception** hosted by the European Union on Wednesday evening is an opportunity to network with business contacts, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and meet representatives from EU Member State embassies and business organisations invited by the organisers.

2.6 Wednesday: Debriefing Session

Time: 17:15-18:15 (TBC)

Venue: Tokyo Big Sight (TBC)

The **Debriefing Session** is an important event that allows all participants to give their opinions on the Market Scoping Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for making improvements to the EU Gateway to Japan.

3 Financial Support from the European Union

The European Union encourages your commitment to the Japanese market by co-financing the following:

Accommodation: the European Union provides co-financing of up to 5 nights during the Market Scoping Mission Week, capped with €1,000 at the designated Mission hotel in Tokyo (Saturday night – Wednesday night).

Details on the Mission hotel and how to book accommodation will be available after selection.

Customised services: the EU co-finances 80% of the cost of Customised Services up to a maximum of €1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Japan and travel within Japan (except for the Tuesday Site Visit).
- All **insurance** related to travel accommodation and business in Japan.

4 Further Information

You can read more about the programme on the EU Gateway Programme website: www.eu-gateway.eu.

To discuss any aspect of application or participation with a representative from the European coaching network, please contact the following: coaching.network@eu-gateway.eu