

BUSINESS MISSION INFORMATION

HEALTHCARE & MEDICAL TECHNOLOGIES

28 AUGUST – 4 SEPTEMBER 2018, SINGAPORE | PHILIPPINES

Dear Participant,

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

1. Overview of the Healthcare & Medical Technologies Business Mission to the Philippines and Singapore

1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Singapore and the Philippines and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After submitting an Expression of Interest we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Healthcare & Medical Technologies market in Singapore and the Philippines and help you to define your market strategy.
- **Pre-departure Meeting:** Before the Business 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 Business Mission week, a presentation on the Singapore and Philippine markets in your business sector, and consultation on the business matching process.
- **Post Mission Follow Up:** Shortly after your return to Europe, your EU Business Avenues Coach will debrief you and offer advice on follow up with contacts made in Singapore and the

Philippines. You will also be asked to complete an online questionnaire after the business mission.

1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Singapore and the Philippines. They are fully financed by the EU and provided to all participants. Standard Services include:
 - Product suitability check
 - Search for local business partners
 - Scheduling of individual meetings
 - Promotion in the target markets
 - Built-up booth at Medical Fair Asia 2018 in Singapore and table-top setup at the Business-to-Business Meetings in the Philippines
 - Stand-by support during the Mission week

- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
 - Printing of company documentation, product manuals, brochures, and business cards
 - Additional 1:1 consultation with independent local sector experts

1.3 Promotion in Singapore and the Philippines

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

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

Website: your company profile will be displayed on the EU Business Avenues in South East Asia website at www.eubusinessavenues.com, where business people can register to visit during the business exhibition days, and request for meetings.

Direct Mail Promotion: invitations to the business exhibition days will be sent to sector-related companies, industry associations and public organisations in Singapore and the Philippines.

Business Mission catalogue: an English catalogue detailing all EU companies participating in the Mission will be available at the Business Exhibition Days and to relevant stakeholders. The catalogue will also be made available online. Each participating company profile includes:

- Company key data and contact information
- A company introduction
- A summary of the company's products and/or technologies
- Two images of products you wish to focus on in Singapore and the Philippines
- A photograph of your company's representative(s) at the Business Exhibition

2. Business Mission Week

The 8-day Business Mission week in Singapore and the Philippines will be organised from **Tuesday, 28 August to Tuesday, 4 September 2018**. Participants should arrive at the Mission hotel in Singapore on Tuesday morning, 28 August, in order to prepare for the business exhibition and to attend the first mandatory briefing session at 12:00.

2.1 Tuesday, 28 August: Briefing Session | Exhibition Booth Setup

Time: 12:00–15:00

The **Briefing Session** comprises an update on the mission week events in Singapore, meetings scheduled by the organisers and in-depth presentations on doing business in Singapore by local sector experts.

Time: 16:00 – 18:00

Participants are to prepare their exhibition booths and all setup must be completed by 18:00.

2.2 Wednesday, 29 August: Exhibition | Networking Reception (Singapore)

Time: 10:00 – 18:00

The three **Business Exhibition Days** will take place at Medical Fair Asia at Marina Bay Sands in Singapore. Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at booths or nearby meeting areas at the exhibition.

Medical Fair Asia is considered South East Asia's "most definitive event for the medical and healthcare industry."¹ The event aims to raise capabilities and push growth in the region's Healthcare & Medical Technologies sector to meet evolving demands in the public and private sphere, making it an attractive entry point for European companies into the South East Asian Market.

Time: 18:00 - 20:00

The **Business Networking Reception** hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Singapore.

¹ <http://www.medicalfair-asia.com/why-exhibit.html>

2.3 Thursday, 30 August: Exhibition | Exhibitor Spotlight

Time: 10:00–18:00

This marks the second day of Exhibition for the Mission in Singapore. **Exhibitor Spotlight** sessions are also scheduled to be held concurrently with the exhibition.

2.4 Friday, 31 August: Exhibition

Time: 10:00 – 17:00

This marks the final Exhibition Day for the Mission in Singapore. Participants will need to ensure their timely check-out from the Mission hotel if departing on Friday.

2.5 Saturday, 1 September: Departure to Manila

On Saturday and Sunday (if participants choose not to go for the site visit), participants will be free to hold their own follow-up meetings at venues of their choice. Optional business-related activities and events may also be organised on these days.

If attending the site visit on Sunday, participants must arrange to arrive in Manila by Saturday, 1 September. Otherwise, participants may choose to arrive in Manila on Sunday, 2 September, by noon, to attend the mandatory briefing at 16:30.

2.6 Sunday, 2 September: Site Visit | Briefing Session | Table-top Setup

The site visit will offer participants an insight into the Healthcare and Medical Technologies market in the Philippines. Transportation will be provided. Participation is optional.

Time: 16:30 – 18:00

The **Briefing Session** comprises an update on the mission week events in the Philippines and meetings scheduled by the organisers.

Participants are to prepare their table top exhibits and all setup must be completed by 18:00.

2.7 Monday, 3 September: Briefing Session | Business-to-Business Meetings | Exhibitor Spotlight | Networking Reception (Philippines)

Time: 09:00 – 10:30

Part two of the **Briefing Session** comprises in-depth presentations on doing business in the Philippines by local sector experts.

Time: 10:30 – 18:00

The **Business-to-Business Meetings** will take place at the mission hotel. Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at table top or nearby

meeting areas at the exhibition. **Exhibitor Spotlight** sessions are also scheduled to be held concurrently with the exhibition.

Time: 18:00 – 20:00

The **Business Networking Reception** hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in the Philippines.

2.8 Tuesday, 4 September: Business-to-Business Meetings | Debriefing Session

Time: 09:00 – 12:00

The **Business-to-Business Meetings** will continue in the morning at the mission hotel.

Time: 13:30–15:30

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

3. Financial Support from the European Union

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

Accommodation: The European Union provides co-financing of up to EUR 1,000 for six nights of accommodation at the designated Mission hotel (Check-in: Tuesday; Check-out: following Tuesday) during the Mission week in Singapore and the Philippines.

Details on the Mission hotels 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 EUR 1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Singapore and the Philippines, and travel within these two countries.
 - Please note that you should anticipate checking in to the mission hotel in Singapore on Tuesday and checking out from the hotel in Philippines on the following Tuesday in order to be present at the mandatory Briefing Session (Tuesday afternoon) and Debriefing Session (following Tuesday afternoon).

- All **insurance** related to travel accommodation and business in Singapore and the Philippines.

4. Further Information

You can read more about the programme on the EU Business Avenues in South East Asia website: www.eubusinessavenues.com.

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

