

BUSINESS MISSION INFORMATION

HEALTHCARE & MEDICAL TECHNOLOGIES

4 – 8 SEPTEMBER 2017, SINGAPORE | THAILAND

Dear Participant,

Are you interested in applying for the Healthcare & Medical Technologies Business Mission to Singapore and Thailand? Are you seeking more information about the EU Business Avenues coaching approach, the standard customised services, the promotion of your company in Singapore and Thailand, 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 Singapore and Thailand

1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Singapore and Thailand 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 Thailand and Singapore 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 Singaporean and Thai 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 Thailand. 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 Thailand. 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
 - Table-top setup at the Business-Business Meetings in Singapore and Built-up booth at the Medical Fair Thailand 2017
 - 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:
 - Translation into Thai and printing of company documentation, product manuals, brochures, and business cards
 - Personal interpreter (English-Thai-English only) for business meetings held outside of the Business Exhibition Days
 - Additional 1:1 consultation with independent local sector experts

1.3 Promotion in Singapore and Thailand

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

Business Mission catalogue: a printed English catalogue detailing all EU companies participating in the Mission will be distributed 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 Thailand
- A photograph of your company's representative(s) at the Business Exhibition

2 Business Mission Week

The 5-day Business Mission week in Singapore and Thailand will be organised from **Monday 4 September to Friday 8 September 2017**. Participants should arrive at the Mission hotel in Singapore no later than 08:00 on Monday 4 September 2017 in order to prepare for the business exhibition and to attend the first mandatory briefing session at 09:00 on Monday.

2.1 Monday: Briefing Session / Table-top Setup / Business-to-Business Meetings / Technical Seminar / Networking Reception (Singapore)

Time: 09:00–12:00

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: 13:00 – 14:00

All participants are to prepare the table top exhibition and all setup must be completed by 14:00.

Time: 14:00 – 18:00

The **Business-to-Business Meetings** will take place at the designated venue. 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. **Technical Seminars** 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 Singapore.

2.2 Tuesday: Business-to-Business Meetings / Departure to Thailand / Exhibition Booth Setup

Time: 09:00 – 14:00

This marks the final Exhibition Day for the Mission in Singapore. Participants will need to ensure their timely check-out from the Mission hotel and that they have confirmed their arrangements for the Mission in Thailand. Participants must arrange to arrive in Bangkok, Thailand in the evening of Tuesday, 5 September in order to setup the booth accordingly.

Time: 19:00 – 21:00

All participants are to prepare the exhibition booth and all setup must be completed by 21:00.

2.3 Wednesday: Exhibition Booth Setup / Briefing Session / Exhibition / Technical Seminar / Networking Reception

Time: 07:00 – 09:00

All participants will have the final opportunity to touch up the booth accordingly and minimal setup is allowed only. All booth setup must be completed by 09:00.

Time: 09:00 – 10:00

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

Time: 10:00 – 18:00

The three **Business Exhibition Days** will take place at the Trade Exhibition Venue. 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. **Technical Seminars** 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 Thailand.

2.4 Thursday: Exhibition / Technical Seminar

Time: 10:00–18:00

This marks the second day of Exhibition for the Mission in Thailand.

2.5 Friday: Exhibition / Debriefing Session

Time: 10:00 – 16:00

This marks the final Exhibition Day for the Mission in Thailand. Participants will need to ensure their timely check-out from the Mission hotel accordingly.

Time: 16:00–18:00

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 €1,000 for six nights of accommodation at the designated Mission hotel during the Mission week in Singapore and Thailand.

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 Singapore and Thailand and travel within these two countries.
 - Please note that you should anticipate checking in to the mission hotel on Sunday and checking out on the following Friday in order to be present at the mandatory Briefing Session (Monday morning) and Debriefing Session (Friday evening).
- All **insurance** related to travel accommodation and business in Singapore and Thailand.

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