

MARKET SCOPING MISSION INFORMATION HEALTHCARE & MEDICAL TECHNOLOGIES 15-18 MARCH 2020, JAPAN

Are you interested in applying for the Healthcare & Medical Technologies Market Scoping Mission to Japan? Are you seeking more information about the EU Green 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 2020 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 Green Gateway to Japan 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 2020 (Tokyo Big Sight Exhibition Centre)
 - Interpreters (English-Japanese-English only) on the three Business Exhibition days for the matchmaking 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 to Japan 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 organisations in Japan. With the cooperation of the Medtec Japan 2020 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 three-day Market Scoping Mission week in Japan will take place in Tokyo from Sunday 15 March to Wednesday 18 March. Participants should anticipate arriving in Tokyo on Saturday 14 March in order to attend the first mandatory briefing session at 9:00 on Sunday morning, and leaving on Thursday 19 March.

Saturday 14 March	Sunday 15 March	Monday 16 March	Tuesday 17 March	Wednesday 18 March
AM/PM Arrival to Japan Hotel Check In	9:00 - 12:00 Briefing Session	10:00 - 17:00 Business Exhibition Day 1 / Matchmaking Meetings	10:00 - 17:00 Business Exhibition Day 2 / Matchmaking Meetings	10:00 - 17:00 Business Exhibition Day 3 / Matchmaking Meetings
18:00 - 19:30 Informal Gathering	13:00 - 17:00 Site Visit		18:30-20:30 EU-Hosted Business Networking Reception	17:15 - 18:15 Debriefing Session
	16:00 - 18:00 Help Desk Booth Set Up			Departure

2.1 Business Mission Week Programme

Saturday, 14 March 2020	
Time	Session
AM/PM	Arrival to Japan/Hotel Check In
18:00 - 19:30	<p>Informal Gathering</p> <p>Participants are invited to meet informally at the nearby place of the mission hotel to have light snack and drinks.</p> <p>This is an opportunity to network with the local organisers and other participants. This event is optional.</p>
Sunday, 15 March 2020	
Time	Session
09:00 - 12:00	<p>Briefing Session</p> <p>The Briefing Session comprises a final update on mission week events, meetings scheduled by the organisers and in-depth presentations on the Japanese Healthcare & Medical Technologies market by local sector experts.</p>
13:00 - 17:00 (TBC)	<p>Site Visit (Optional)</p> <p>Participants have the option to attend Site Visits on Sunday afternoon. This will offer an insight into the Healthcare & Medical Technologies sector in Japan. Travel arrangements will be provided. Participation is not mandatory.</p>
16:00 - 18:00	<p>Booth Setup & Help Desk</p> <p>Participants have access to the EU Pavilion and set up their booth.</p> <p>Items ordered through Customised Service can be picked up at Help Desk.</p>
Monday, 16 March 2020	
Time	Session
8:00 - 10:00	<p>Booth Set up / Briefing with Interpreters / Meeting with Point of Contacts</p> <p>Participants can utilise this time to make their final setting up of their booth. Also, briefing with interpreters and your point of contacts are scheduled before the exhibition is open to visitors.</p>

10:00 - 17:00	<p>Exhibition Day 1 / Matchmaking Meetings</p> <p>The Business Exhibition Days will take place within the Medtec Japan 2020. 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.</p>
Tuesday, 17 March 2020	
Time	Session
10:00 - 17:00	<p>Exhibition Day 2 / Matchmaking Meetings</p> <p>The Business Exhibition Days will take place within the Medtec Japan 2020. 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.</p>
18:30 - 20:30	<p>EU-Hosted Business Networking Reception</p> <p>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 consulate generals.</p> <p>This is a mandatory event for the mission participants.</p>
Wednesday, 18 March 2020	
Time	Session
10:00 - 17:00	<p>Exhibition Day 3 / Matchmaking Meetings</p> <p>The Business Exhibition Days will take place within the Medtec Japan 2020. 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.</p>

17:15 - 18:15	<p>Debriefing Session</p> <p>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 Green Gateway to Japan.</p>
END	

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 EUR 1,000 at the designated Mission hotel in Tokyo (Monday night–Friday 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 EUR 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 | Business Avenues 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

Annex

Medtec Japan 2020 (<http://www.medtecjapan.com/en/for-exhibition-en>)

Medtec Japan is one of the largest Medical Device Manufacturing and Design show in Asia, which provides the best opportunity to show your Technologies and Products to Medical Device Manufacturers.

In 2019, the record shows that over 25,000 unique individuals have visited the exhibition, and over 500 companies/groups have exhibited their products, services and technologies.

For More Information:

Medtec Japan 2018: <https://youtu.be/gHqSYFr9QEk>

(A Medtec Japan 2019 movie file will be available on their website in late May)

Report from Medtec Japan 2018 :

http://www.medtecjapan.com/sites/all/themes/mtj/img/MedtecJapan2018en_rev.pdf

