

BUSINESS MISSION INFORMATION

HEALTHCARE & MEDICAL TECHNOLOGIES

29 JULY – 03 AUGUST 2019, SINGAPORE | VIETNAM

Dear Participant,

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

1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Singapore and Vietnam 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 Vietnam 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 Vietnamese 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

Vietnam. 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 Vietnam. 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-to-Business Meetings in Singapore and built-up booth at Medipharm in Vietnam
 - 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 Vietnamese and printing of company documentation, product manuals, brochures, and business cards
 - Personal interpreter (English-Vietnamese-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 Vietnam

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

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 Vietnam
- 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 Vietnam will be organised from Monday, 29 July to Saturday, 3 August 2019. Participants should arrive at the Mission hotel in Singapore on Monday morning, 29 July to prepare for the business-to-business meetings and to attend the first mandatory briefing session at 13:00.

Monday 29 July	Tuesday 30 July	Wednesday 31 July	Thursday 01 August	Friday 02 August	Saturday 03 August
SINGAPORE		VIETNAM			
12:30 – 13:00 Registration and collection of Welcome Pack	09:00 – 11:00 Market Insights by Industry Experts / 'Meet-the-Exhibitors' Sessions	0:00 – 12:30 Depart to Vietnam	09:00 – 18:00 Business Exhibition Day 1 / 'Meet-the-Exhibitors' Sessions	09:00 – 18:00 Business Exhibition Day 2 / 'Meet-the-Exhibitors' Sessions	09:00 – 17:00 Business Exhibition Day 3 / 'Meet-the-Exhibitors' Sessions
13:00 – 14:30 Briefing Session	11:00 – 18:00 Business-to-Business Meetings	12:30 – 13:00 Registration		18:00 – 20:00 Networking reception 2	18:00 – 20:00 Debriefing session
15:00 – 20:00 Site Visit / Exhibition Setup	18:00 – 20:00 Networking Reception 1	13:00 – 15:30 Briefing Session			
		16:30 – 18:00 Exhibition Setup			

2.1 Business Mission Week Programme

Monday, 29 July 2019 Singapore	
Time	Session
12:30 – 13:00	Registration and collection of Welcome Pack (Mandatory)
13:00 – 14:30	Briefing Session: The Briefing Session comprises a final update on mission week events in Singapore, meetings scheduled by the organisers.
15:00 – 20:00	*Site Visit / Exhibition Set-up <i>All participants may prepare their booths and do their final checks. All booths must be set up by 20:00.</i> <i>* Site Visit to be confirmed</i>
Tuesday, 30 July 2019 Singapore	
Time	Session
09:00 – 11:00	Market Insights by Industry Experts / ‘Meet-the-Exhibitors’ Sessions Market Insights by Industry Experts comprises a panel discussion amongst the local industry experts to provide, discuss and share the local industry trends and best practices. This is followed by ‘Meet-the-Exhibitors’ Sessions .
11:00 – 18:00	Business-to-Business Meetings 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.
18:00 – 20:00	EU Business Avenues Networking Reception 1 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.

Wednesday, 31 July 2019 Vietnam	
Time	Session
12:30 – 13:00	Registration
13:00 – 15:30	Briefing Session: The Briefing Session comprises a final update on mission week events in Vietnam, meetings scheduled by the organisers and in-depth presentations on doing business in Vietnam by local sector experts.
16:30 – 18:00	Exhibition Set-up <i>All participants may prepare their booths and do their final checks. All booths must be set up by 18:00.</i>
Thursday, 1 August 2019 Vietnam	
Time	Session
09:00 – 18:00	Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions 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. ‘Meet-the-Exhibitors’ Sessions are also scheduled to be held concurrently with the exhibition.
Friday, 2 August 2019 Vietnam	
Time	Session
09:00 – 18:00	Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions
18:00 – 20:00	EU Business Avenues Networking Reception 2 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 Vietnam.
Saturday, 3 August 2019 Vietnam	
Time	Session
09:00 – 17:00	<p>Final Exhibition Day</p> <p>This marks the final Exhibition Day for the Mission in Vietnam.</p>
18:00 – 20:00	<p>Debriefing Session</p> <p>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.</p>
END	



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: Monday; Check-out: Friday/Saturday) during the Mission week in Vietnam and Singapore.

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

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

Annex

Vietnam Medi Pharm Expo 2019

Vietnam Medi Pharm Expo has been organised for fifteen years in promoting trade activities of the pharmacy and medical equipment, strengthening local and foreign business to business operations. The exhibition is a platform for the world advanced medical technologies and equipment companies to access local private and public hospitals and local pharmacy companies which Vietnam has advantages to exchange.

In 2018, **350 businesses** with **400 displays** participate in **Vietnam Medi Pharm Expo**, including giant corporations, world leading companies from countries and territories such as America, France, Germany, Italy, Japan, Pakistan, Ukraine, Belarus, Egypt, India, Hungary, Kazakhstan, Iran, Singapore, Korea, Taiwan, Thailand, China. The highlight of the exhibition will be the display areas of Kazakhstan, Japan, Korea, Malaysia, Iran, China, Taiwan, India, Pakistan and Vietnam.

Vinexad, the organiser of VIETNAM MEDI PHARM EXPO and a forty-year company in the exhibition sector, expects 15,000 visitors to the exhibition in 2019.