

# BUSINESS MISSION INFORMATION

## HEALTHCARE & MEDICAL TECHNOLOGIES

### 06 – 11 SEPTEMBER 2020, INDONESIA | SINGAPORE

Dear Participant,

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

### 1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Indonesia and Singapore 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 Indonesia 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 Indonesian and Singaporean 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 in South East Asia Coach will debrief you and offer advice on follow up with contacts made in Indonesia and Singapore. 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 Indonesia and Singapore. 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 Indonesia and built-up booth at Medical Fair Asia in Singapore
  - 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 Indonesian and printing of company documentation, product manuals, brochures, and business cards
  - Personal interpreter (English-Indonesian-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 Indonesia and Singapore

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Indonesia and Singapore. 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](http://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 Indonesia and Singapore.

**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 Indonesia and Singapore
- A photograph of your company's representative(s) at the Business Exhibition

## 2. Business Mission Week

The 6-day Business Mission week in Indonesia and Singapore will be organised from **Sunday, 06 September to Friday, 11 September 2020**. Participants should arrive at the Mission hotel in Indonesia on Sunday morning, **6 September** to prepare for the business-to-business meetings and to attend the first mandatory briefing session at 16:30.

### 2.1 Business Mission Week Programme

Sunday, 06 September 2020 Indonesia	
Time	Session
13:00 – 16:00	<b>*Site Visit (Optional - To be Confirmed)</b>
16:00 – 16:30	<b>Registration and collection of Welcome Pack (Mandatory)</b>
16:30 – 17:30	<b>Briefing Session:</b>  The Briefing Session comprises a final update on mission week events in Indonesia, meetings scheduled by the organisers and in-depth presentations on doing business in Indonesia by local sector experts.
17:30 – 19:00	<b>Exhibition Set-up (Mandatory)</b> <i>All participants may prepare their booths and do their final checks. All booths must be set up by 19:00</i>
Monday, 07 September 2020 Indonesia	
Time	Session
09:00 – 10:30	<b>Market Insights by Industry Experts (Mandatory)</b>  <b>Market Insights by Industry Experts</b> comprises a panel discussion amongst the local industry experts to provide, discuss and share the local industry trends and best practices.
10:30 – 18:00	<b>Business-to-Business Meetings (Mandatory)</b>  The <b>Business-to-Business Meetings</b> 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	<p><b>EU Business Avenues in South East Asia Networking Reception 1 (Mandatory)</b></p> <p>The <b>Business Networking Reception</b> 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 Indonesia.</p>
<b>Tuesday, 08 September 2020 Singapore</b>	
<b>Time</b>	<b>Session</b>
Morning	<b>Depart for Singapore</b>
15:30 – 16:30	<p><b>Market Insights by Industry Experts: (Mandatory)</b></p> <p>Invited guests from the local sectors will share in-depth presentations on doing business in Singapore.</p>
17:00 – 18:30	<p><b>Exhibition Set-up</b></p> <p><i>All participants may prepare their booths and do their final checks. All booths must be set up by 19:00.</i></p>
<b>Wednesday, 09 September 2020 Singapore</b>	
<b>Time</b>	<b>Session</b>
09:00 – 09:30	<b>Opening Ceremony</b>
10:00 – 18:00	<p><b>Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions (Mandatory)</b></p> <p>The <b>three Business Exhibition day</b> will take place at the Trade Exhibition Venue.</p> <p>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. <b>‘Meet-the-Exhibitors’ Sessions</b> are also scheduled to be held concurrently with the exhibition.</p>

Thursday, 10 September 2020 Singapore	
Time	Session
10:00 – 18:00	<b>Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions (Mandatory)</b>
18:00 – 20:00	<p><b>EU Business Avenues in South East Asia Networking Reception 2 (Mandatory)</b></p> <p>The <b>Business Networking Reception</b> 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.</p>
Friday, 11 September 2020 Singapore	
Time	Session
10:00 – 17:00	<p><b>Final Exhibition Day (Mandatory)</b></p> <p>This marks the <b>Final Exhibition Day for the Mission in Singapore.</b></p> <p>Participants will need to ensure their timely check-out from the Mission hotel.</p>
17:30 – 19:00	<p><b>Debriefing Session (Mandatory)</b></p> <p>The <b>Debriefing Session</b> 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 Gateway   Business Avenues programme.</p>
<b>END</b>	

## 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: Sunday; Check-out: Friday/Saturday) during the Business Mission week in Indonesia 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 Indonesia and Singapore and travel within these two countries.
  - Please note that you should anticipate checking in to the Mission hotel on Sunday and checking out on Friday/Saturday in order to be present at the mandatory Briefing Session (Sunday afternoon) and Debriefing Session (Friday evening).
- All **insurance** related to travel accommodation and business in Indonesia and Singapore.

## 4. Further Information

You can read more about the programme on the EU Business Avenues in South East Asia website: [www.eubusinessavenues.com](http://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](mailto:coaching.network@eu-gateway.eu)

# Annex

## Medical Fair Asia 2020

MEDICAL FAIR ASIA continues to be South East Asia's most definitive event for the medical and healthcare industry, gathering the region's hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors in one convenient location and providing the perfect platform to discover the latest industry innovations, to network and do business.

Following the successful growth path since its inception in 1997, MEDICAL FAIR ASIA will see its most impressive line-up ever of medical and healthcare industry players from around the world in its 13th edition, scheduled to be held from 9 - 11 Sep 2020 at Marina Bay Sands Singapore.

MEDICAL FAIR ASIA is well positioned to be the No.1 procurement stage for industry professionals to experience new and innovative technologies, solutions, products, and services.

Focused on equipment and supplies for the hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors, the event continues to raise the overall capabilities and spur the growth of the region's medical and healthcare sectors to meet the changing demands in both the public and private sectors, driving the next wave of healthcare modernisation.

For more information on Medical Fair Asia 2020, please visit the website: [www.medicalfair-asia.com](http://www.medicalfair-asia.com)<sup>1</sup>

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<sup>1</sup> Extracted from Medical Fair Asia 2020: <https://www.medicalfair-asia.com/at-a-glance.html>