

WASHINGTON DC  
12 -14 October 2009



## UK HEALTHCARE TECHNOLOGIES MISSION TO ADVAMED



### CALL FOR "EXPRESSIONS OF INTEREST":

Building on the success of the 2008 healthcare mission to the USA, UK Trade & Investment, ABHI and regional Medilinks are seeking companies with leading edge medical technologies to participate in a mission to Advamed 2009 – the premier medical technology, business development, policy forum and capital formation event in North America.

[www.advamed2009.com](http://www.advamed2009.com)

This mission will showcase UK excellence in medical technology and elevate the visibility of British companies in the US market. Companies attending the mission will be able to access key contacts in the US, and inform them of the world-class R&D and innovation coming out of the UK.

Any UK company seeking to expand their activities internationally and is positioned to succeed in the US market should apply to attend this mission.

### BENEFITS OF ATTENDING INCLUDE:

- Enhanced company visibility as part of the UK delegation
- First-hand look at the innovation emerging on both sides of the Atlantic
- Insight into opportunities for academic partnerships and business collaborations
- Participation at a high-profile networking event at the British Embassy – providing an opportunity to connect with the most senior members of the healthcare industry at both a corporate and government level
- Attendance at 1-1 meetings with the FDA, CMS and VA
- Company description in a UK mission brochure
- Exposure at the UK Pavillion, offering your company the opportunity to showcase your literature
- Participation in Advamed's workshops, panel discussions, and business introduction service

### KEY ORGANISATIONS PROMOTING THIS MISSION



Association of  
British Healthcare Industries



## TWO LEVELS OF MISSION PARTICIPATION OFFERED TO UK COMPANIES

### Standard Mission Participation

Entitles attendees to all the benefits listed in overleaf, plus full admission to the Advamed conference (itself valued at \$1295), and is offered at a cost of £1000+VAT.

### Enhanced Mission Participation

Entitles attendees to all the benefits listed above plus a separate Pod area for increased visibility in the UK pavilion. The cost for this level of participation is £2000+VAT\*

*\*Companies signing up for this level of participation are eligible to apply for a £1000 TAP grant from UKTI. There are a limited number of grants available and they are allocated on a first come, first served basis for companies that meet the criteria.*

## ADDITIONAL INFORMATION

Please note: all missioners are responsible for covering their own travel and lodging. UKTI can help your overseas business strategy take flight thanks to an offer from British Airways. The airline has provided UKTI with international return flights to help UK SME's expand their business to new markets. Flights have been allocated to this Advamed mission to the USA but are subject to restrictions and availability.

## SIGNING UP FOR THE MISSION

As space is limited, all applicants will be screened for suitability to join the mission. Expressions of interest should be sent to:

Kevin Wilson  
UK Trade & Investment  
Tel: (07949) 697756  
Email: Kevin@kjlwconsulting.co.uk

**The deadline for all submissions is:  
Friday 17 July 2009**

SUPPORTED BY:



Association of  
British Healthcare Industries



### About UK Trade & Investment

UKTI is the Government organisation that helps UK based companies succeed in an increasingly global economy. Its role is to help companies realise their international business potential through knowledge and ongoing partnership support. UKTI's position within Government, in-depth knowledge of UK regional business and a global network make it a valuable strategic resource.

### About the Association of British Healthcare Industries (ABHI)

The ABHI is the lead and most representative UK association for the medical device and technology industry that promotes the positive value and profile of the sector. ABHI members comprise of manufacturers, distributors and suppliers of medical devices, equipment and consumables as well as service providers from multi-national companies to small businesses.

### About Medilink UK

MedilinkUK is a national network of regionally-based independent programmes working towards a common goal of raising the profile of the medical and healthcare sectors in the United Kingdom. Medilink UK provide SME feedback to national Government on all issues relating to the medical and healthcare technology industries, and shared best practice in business support at a regional level which then gets disseminated nationally.