

Opportunity South East Asia!

10-18 September 2009

Singapore, Malaysia and Thailand represent a potential trading zone of almost 94 million people with a mix of mature and developing health economies that have similar, medical healthcare interests, targeting the growing medical tourism market.

Their membership of the ASEAN trading community means that significant business is carried out between all three countries.

Singapore (10-11 September)

Singapore's medical standards are among the highest in Asia. Healthcare is provided by both the public and private sectors through 29 hospitals and speciality centres. Under the 2009 Budget, S\$4 billion was committed over five years to expand the healthcare infrastructure to include two new general hospitals, redevelopment of older hospitals and medical centres, new specialist centres and labs, new community hospitals and nursing homes, training of healthcare professionals, long-term care capabilities for a fast ageing population, and a wide ranging electronic health records system extending from hospitals to primary and community care sectors.

Opportunities in Singapore include:

- New public and private hospitals and specialist centres
- Upgrade of public hospitals
- New medical school
- Innovative medical devices and technology
- e-Health
- Care of the elderly
- Mental health
- Training & education (doctors, nurses, allied healthcare professionals, palliative care, hospital management, dentistry)
- Translational medicine



Malaysia (14-15 September)

Malaysia's high standard of healthcare is being enhanced under the government's ninth Malaysia Plan (2006-2010) to consolidate healthcare services and optimise healthcare for its changing demographics. Healthcare is provided through private and public providers with an emphasis on developing a medical tourism business to surrounding Asian countries and the Middle East. Human resource development will be given high priority to address acute shortages in the various categories of medical and health personnel. Malaysia imports around 85 per cent of the medical equipment and consumables used in the healthcare sector.

Opportunities in Malaysia include:

- New hospital and specialist centres
- Innovative medical devices and technology including e-Health solutions
- Replacement of medical equipment
- Care of the elderly
- Mental health and healthy lifestyle living
- Training & education (healthcare professionals, patient care, hospital management)

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Thailand (16-18 September)

The Thai healthcare system is made up of government and private support. The government sector accounts for just over two thirds of the market with 978 hospitals. The private sector makes up the remainder of the market aggressively competing with one another for services to the middle classes and foreign medical tourists through constantly raising the bar in introducing new medical technologies or treatments into the market place.

Opportunities in Thailand include:

- New build specialist centres and clinics
- Innovative medical devices and technology
- Replacement of ageing medical equipment
- Professional indemnity insurance
- Accident & Emergency equipment
- e-Health solutions
- Training & education (Emergency Medical Service)
- Hospital accreditation

Mission Programme

The mission will visit each market for two days starting in Singapore, moving onto Malaysia and ending in Thailand to coincide with Medical Fair in Thailand in Bangkok previously known as HOSPIMedica.



Itinerary

UK Departure

Tuesday 8 September 2009

Arrive Singapore

Wednesday 9 September 2009

Singapore Programme

Thursday 10 September 2009

Morning Briefing on the economy and the healthcare/medical sector

Company's own appointments

Late Afternoon Company presentations (five minutes each) at the British High Commission, followed by

Evening Networking reception

Friday 11 September 2009

Company's own appointments

Saturday 12 September 2009

Company's own time

Sunday 13 September 2009

Company's own time

Depart for Kuala Lumpur, Malaysia

Malaysia Programme

Sunday 13 September 2009

Evening Mission briefing followed by supper at the residence of Director of Trade

Monday 14 September 2009

Company's own appointment

Late Afternoon Company presentations (five minutes each) at the residence of the British High Commissioner

Evening Networking reception

Tuesday 15 September 2009

Company's own appointments

Depart for Bangkok, Thailand

Thailand Programme

Tuesday 15 September 2009

Evening Informal meeting and drinks with Director for Trade & Investment

Wednesday 16 September 2009

Evening Networking reception

Thursday 17 September 2009

Company's own appointments

Visit Medical Fair, Thailand

13:00 –17:00 Seminar (company presentations) at conference centre (venue TBC)

Friday 18 September 2009

Company's own appointments

Depart for the UK

Additional Information

Medical Fair, Thailand, 16–18 September 2009.

ABHI is organising a UK pavilion at the Medical Fair, previously known as HOSPIMedica Asia. If you are interested in exhibiting, please email ABHI on exhibitions@abhi.org.uk

Support provided and cost of participation

The participation fee for the mission is £490 for all three markets. If you are only interested in attending one or two markets please contact the UKTI organisers. The amount helps to cover the costs of arranging the programme, hiring the venues and organising the events in each market.

Benefits include:

- Mission briefing
- Seminars and networking receptions
- List of contacts at the reception
- Pre-mission publicity and mission brochure
- Free time to organise own meetings and pursue own leads

Premium Standard Mission Participation

For companies new to Singapore, Malaysia and Thailand, we recommend you consider carrying out a research report on the market. UKTI offers a chargeable research service called Overseas Market Introduction Service (OMIS). Costs vary between £490–£9,800 depending on client requirements. Commissioning and delivery of the service are handled by your local UKTI team or devolved territorial administration. To locate your nearest team, please visit www.uktradeinvest.gov.uk or call +44 (0)20 7215 8000.

Since this process takes time, we would like to receive your OMIS order, latest by 20 July 2009

For more information on the specific markets, please contact:

Singapore: valsa.panicker@fco.gov.uk

Malaysia: angie.yen@fco.gov.uk

Thailand: nipapat.hamilton@fco.gov.uk

Register interest

Please register your interest in joining this mission by completing the attached company profile and submitting it to Siraj Khan on siraj.khan@ukti.gsi.gov.uk

The deadline for registering is 10 August 2009.

UK Trade & Investment support

Travel grants for mission delegates who are new to exporting may be available through their local International Trade Teams based throughout England. To locate your nearest team, please visit www.uktradeinvest.gov.uk or call +44 (0)20 7215 8000.

Travel and accommodation

Delegates will be responsible for their own travel arrangements, accommodation and subsistence. Special rates have been negotiated for UKTI trade mission delegates on hotel rates.

Information on hotels

Singapore

The Regent Singapore, A Four Seasons Hotel

1A Cuscaden Road, Singapore 249715

Tel: +65 6733 8888

Fax: +65 6738 9747

Website: www.fourseasons.com

Deluxe Room: S\$282.48 net (inclusive of breakfast). Approx £122 (A special promotion for the guests of British High Commission with bookings from 16 June 2009 until 30 September 2009, except for the Formula One period)

For reservations, please contact Benjamin Teo, Trade & Investment Officer at Tel: +65 6424 4337, email: benjamin.teo@fco.gov.uk

Regent Hotel is about five minutes walk from the High Commission.

Payment: Full credit card details (card number, expiry date and security code) required upon confirmation to guarantee rooms.

Alternative hotels are available. Please contact the relevant country market Commercial Officer for a complete list.

Malaysia

Nikko Hotel

165, Jalan Ampang, 50450 Kuala Lumpur,

Malaysia

Tel: +603 2161 1111

Fax: +603 2161 1122

Contact person: Daniel Chia (Assistant Director of Sales)
DL: +603 2782 6312

Email: daniel.chia@hotelnikko.com.my

Deluxe Room with one breakfast
(RM403 nett – approx £72 per night)

Premier room with one breakfast + internet access
(RM472 nett – approx £84.30)

www.hotelnikko.com.my

The Nikko Hotel is five minutes walk from the High Commission and three minutes from the Ampang Park underground station.

Alternative hotels are available. For a complete list, and for reservations, please contact Zura Salleh, Assistant Trade & Investment Manager at
Tel: +603 2170 2214
Email: norhazurati.salleh@fco.gov.uk

Thailand

Grand Hyatt Erawan Bangkok
494 Rajdamri Road
Bangkok 10330
Tel: +662 254 1234
Website: www.bangkok.grand.hyatt.com

For a reservation at the Embassy discounted rate as shown below, please contact: Atchareeya Kuldiloke, Assistant Trade & Investment Manager – UK Trade & Investment
Tel: +662 305 8256
Email: atchareeya.kuldiloke@fco.gov.uk

Grande Room – Single: Baht 5,000 net or approx £91.50 including one breakfast.

Grande Room – Double: Baht 5,600 net or approx £102.20 including two breakfasts.

Club Floor (executive service: rates include free internet wifi in Club Lounge, welcome cocktail in the evening and complimentary one hour meeting room).

Club Room – Single: Baht 7,700 net or approx £140.50 including one continental breakfast.

Club Room – Double: Baht 9,300 net or approx £170 including two continental breakfasts.

Alternative hotels are available. Please contact the relevant country market Commercial Officer for a complete list.



UK Trade & Investment and British Airways Partnership

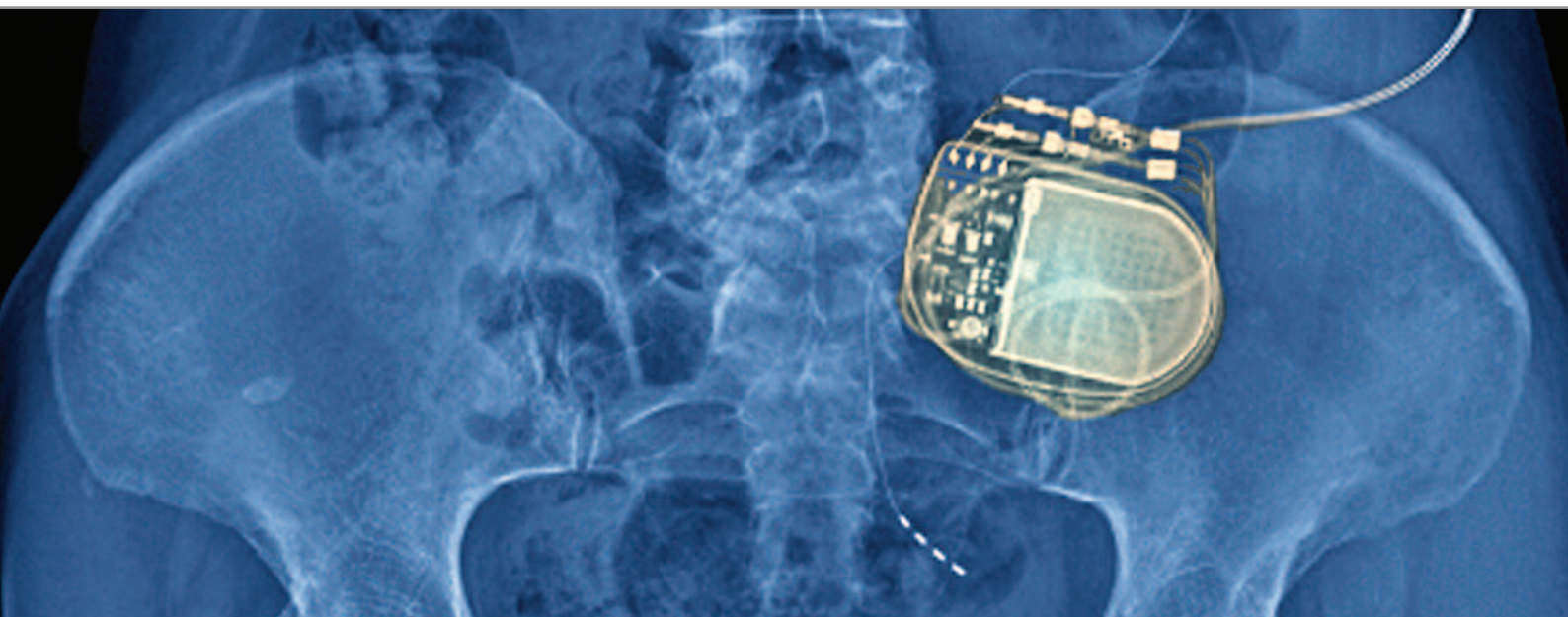
UKTI can help your overseas business strategy take flight thanks to an offer from British Airways.

The airline has provided UKTI with international return flights to help UK SMEs expand their business to new markets.

Flights have been allocated to a number of life sciences trade missions but are subject to some restrictions and availability.

Eligibility for flight requires the passenger to depart from the original country of arrival. Suggest that delegates return to Singapore after completing the mission in Thailand.

For more information and an application form please go to <http://www.ukan.uktradeinvest.gov.uk/trade-directory/categories/travel-10788/british-airways-340>



UK Trade & Investment is the government organisation that assists overseas companies to set up or locate their business in the UK's dynamic economy. We also help UK-based companies succeed in international markets.

www.uktradeinvest.gov.uk

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