

ACCESSING INTERNATIONAL MARKETS

HEALTHCARE TRADE MISSION TO JAPAN

1 – 5 March 2010

UK Trade & Investment is organizing the eighth healthcare trade mission to Japan in March 2010. All UK registered companies engaged in the supply of healthcare or medical devices and service are eligible to participate in the mission.

WHY JAPAN?

Japan is the world's **third largest market** for healthcare and medical products after the US and EU. 47.9 per cent of the market is supplied by overseas manufacturers.

The Japanese market is always interested in new products and unique opportunities exist for advanced and innovative products, especially in the areas of infection control, preventative healthcare, diagnostics, oncology, cardiology, cerebrovascular and pain control. Introduction of innovative products categorised into Class I, will also have comparably higher potential to attract importer's interest.

The British Embassy in Tokyo and the Consulate-General in Osaka will be working closely with UK Trade and Investment to create a programme that will add real value to companies coming to Japan with this mission. Participation by those offering innovative products and/or technologies and services are most welcome.

SUPPORT PROVIDED AND COST OF PARTICIPATION

Basic participation in this mission to Japan involves a fee of £245. The amount contributes towards the costs of organising the events.

Benefits include:

- Mission briefing
- Seminars and networking receptions in both Tokyo and Osaka
- One-to-one meetings when requested by Japanese companies
- Pre-publicity and mission brochure
- Free time to organise your own meetings and pursue own leads

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CONTACT BOB KIPPS TO REGISTER
for the event by **Friday 8 January 2010**
Email: robert.kipps@ukti.gsi.gov.uk

PLEASE REGISTER FOR
UKTI OVERSEAS MARKET INTRODUCTION SERVICE (OMIS)
by **Friday 8 January 2010**
visit www.uktradeinvest.gov.uk or call +44 (0)20 7215 8000.

MARKET INFORMATION RESEARCH

For companies new to Japan, 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 by **Friday 1 January 2010**.

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 & 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 (see attached pages).

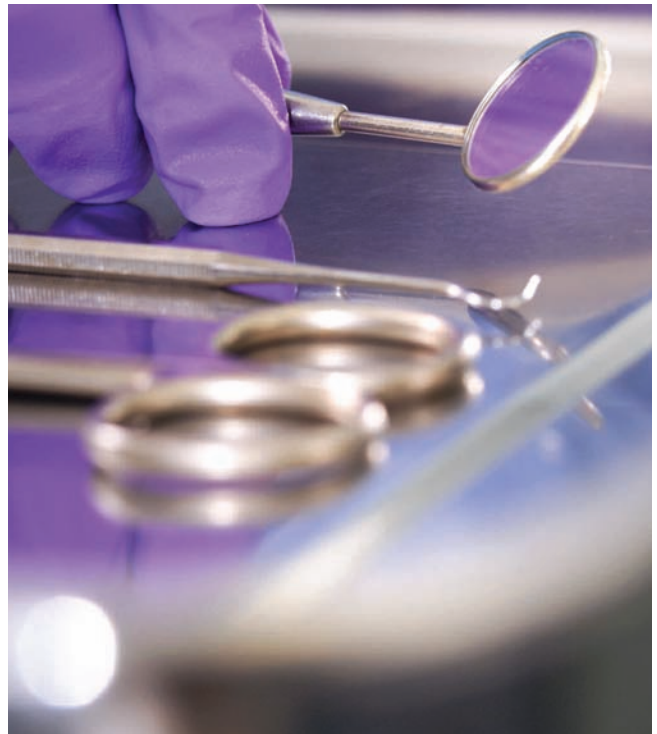
HOW TO APPLY

Please register your participation at this mission by completing the attached company profile and submitting it to Bob Kipps on robert.kipps@ukti.gsi.gov.uk

The deadline for registering is **Friday 8 January 2010**

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



MISSION SCHEDULE & PROGRAMME

Sunday 28 February

Arrive at Tokyo, Japan

Monday 1 March (Tokyo)

Location: The British Embassy Tokyo

Morning: Mission Briefing

Afternoon: Healthcare Seminar

- 15 minutes presentation by each company with simultaneous interpretation

- (One-to-one meetings will be arranged during the seminar when there is a request from Japanese companies)

Evening: Networking reception

Tuesday 2 March (Tokyo)

All day: Own arrangement

Wednesday 3 March (Tokyo or Osaka)

Morning: Own arrangement

Afternoon: Travel to Osaka

Thursday 4 March (Osaka)

Location: The Ritz-Carlton in Osaka

Morning: Own arrangement

Afternoon: Healthcare Seminar (same format as the seminar in Tokyo)

Evening: Networking reception

Friday 5 March (Osaka or Tokyo)

All day: Own arrangement

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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