

INTERNATIONAL SHOWCASE DIGITAL HEALTH INNOVATION SHOWCASE OPPORTUNITY IN KOREA

Be part of Austrade Korea's Digital Health Innovation Showcase 2017 and explore opportunities to commercialise and codevelop your technologies with Korean partners

ABOUT THIS SHOWCASE

Austrade Korea will host an Australian Digital Health Innovation Showcase in Seoul to promote Australia's digital health technology capabilities to leading Korean industry players. The event provides a platform for Australian digital health organisations to connect with Korean businesses and research institutes seeking innovative technology partnerships and with Korean investors seeking investment opportunities for future growth. This event, sponsored by Korea Health Industry Development Institute (KHIDI) and the Korea Pharmaceutical and Bio-Pharma Manufacturers Association follows a series of successful Innovation Showcase programs in 2015 and in 2016 which presented Australian medical research capabilities to the Korean market.

The 2017 Australian Digital Health Technology Innovation Showcase is open to digital health startups, established companies, and research institutes seeking potential partners. Austrade Korea will arrange targeted business meetings for Australian participants with qualified Korean organisations in line with individual company objectives.

MARKET SNAPSHOT

- The Smart Healthcare Industry (a.k.a. Digital Health) is an important new growth engine for the Korean economy in the era of Industry 4.0. Various measures are taken by Ministries to foster Korea's Digital Health Industry but social acceptability is still lagging behind in terms of establishment of relevant laws and systems.
- The Korean government recently held several international and domestic seminars and forums under the theme of Industry 4.0 and seeks international collaborations in the areas of telemedicine, electronic medical record platforms, medical tourism, precision medicine, and big data in the healthcare insurance etc.
- Korean Ministry of Health and Welfare announced their Precision Medicine Technology Development Plan as part of the Nine National Strategic Project in 2016. The plan includes establishment of Precision Medicine Cohort and Global Standards with a goal of development of Next Generation Hospital Information System and establishment of AI based precision medicine infrastructure and ecosystems.

Important information

Date:

9-10 November 2017

Location:

Seoul, Korea

Apply by:

Friday 15 September 2017

Who should attend?

Australian businesses in:

- Digital Health technology developers.
- Australian Medical Technology Research Institutions.
- Australian Universities with a focus on digital health technology seeking Korean partners.

INTERNATIONAL SHOWCASE

DIGITAL HEALTH INNOVATION SHOWCASE

OPPORTUNITY IN KOREA

- Developers of medical system software and solution platforms are most active in the supply value chain. Korea's largest technology firms, telecom operators and carriers are increasingly collaborating with Korea's top hospitals, as many of Korea's large hospitals are incorporating smart healthcare services such as Samsung Medical Centre, Seoul National University Bundang Hospital who was awarded the first Electronic Medical Record Adoption Model (EMRAM) State 7 hospital outside North America, etc.
- Some examples of Korea's top digital health technology firms include Samsung Electronics' Breeze in US for senior living environment, Samsung SDS' genomics and personalised wellness care technology, KT (Korea Telecom) MoU signing with Australian mobile stethoscope startup providing digital solutions.

(Source: KIET report on "A new growth engine in the era of the fourth industrial revolution, the smart healthcare industry March 2017, Austrade Korea Smart Health Industry Snapshot)

WHY YOU SHOULD PARTICIPATE

- Attend **one-on-one meetings** with **targeted potential customers and partners** identified by Austrade.
- Benefit from presenting your capability at the **industry seminar and networking dinner** hosted by Austrade with senior industry representatives and potential investors.
- Explore potential partnerships with Korean industry conglomerates to commercialise Australian digital health technology for the **Korean and global market**.
- Identify export opportunities in the Korean market and connect with **potential customers and partners** through the Innovation Showcase 2017.
- Access **global value chains** through partnering with Korean industry players.
- Attend and meet with potential customers and investors at the **Healthcare Innovation Forum 2017** organised by ChosunBiz and KHIDI.
- Receive on-the-ground support from Austrade and advice on how to successfully operate in Korea.

SHOWCASE PROGRAM

The program has been designed to maximise your visit.

Date	Details
Thursday 9 November	<ul style="list-style-type: none">• ChosunBiz Healthcare Innovation Forum 2017<ul style="list-style-type: none">› Austrade Korea plan to hold our Digital Healthcare Innovation Forum concurrently with an external business forum organised by Korea Health Industry Development Institute (KHIDI) and ChosunBiz.› This year ChosunBiz marks its 5th anniversary and has invited a leading Australian KOL to present on Genetics – this has good synergy with our Digital Health Innovation Showcase (tbc).› Participants are welcome to attend the forum on Thursday, 9 November and meet with other international speakers as well as relevant Korean industry. Participation fee: A\$100 (approx.)

INTERNATIONAL SHOWCASE

DIGITAL HEALTH INNOVATION SHOWCASE

OPPORTUNITY IN KOREA

Friday 10 November

- **AM: Austrade Korea Digital Health Innovation Showcase**
 - › Presentation by each participant organisations (simultaneous interpretation service provided, 15 minute per presentation depending on the number of participants).
 - › Target audience: 40-50 digital health related companies, institutes, and investors matched to Australian participants.
 - › Networking light lunch
 - **PM: 1:1 Targeted Business Meetings** (up to 3 meetings)
 - › Venue for business meetings to be advised.
 - **Austrade Networking Dinner** for Australian participants with key industry senior representatives and potential investors
-

COST OF PARTICIPATION

Total cost	Austrade service fee
A\$1650 (per organisation up to two representatives)	<p>A\$1650 (6 hours @A\$275 per hour) includes:</p> <ul style="list-style-type: none"> • Arrange/accompany one-on-one meetings with up to 3 potential partners • 15 minutes' presentation session for each Australian participant (Please note length of the presentation session may change subject to the number of presentations) • Networking lunch with targeted customers and investors • Austrade hosted networking dinner with key potential partners and investors • Follow up of commercial business opportunities • Showcase program coordination and assistance with logistics • Pre-departure briefing • Pre-showcase marketing to selected potential customers and investors • Coordination of marketing campaign pre, during and post Digital Health Innovation Showcase 2017 (includes direct marketing to a targeted list of potential customers and influencers)

PAYMENT: Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter. Please refer to the event [Terms & Conditions](#) for further detail.

The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.

You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Note: Travel, accommodation, transport and meals borne by each participant, unless stated otherwise.

Austrade reserves the right to cancel the program at its discretion, based on participant numbers.

INTERNATIONAL SHOWCASE DIGITAL HEALTH INNOVATION SHOWCASE OPPORTUNITY IN KOREA

APPLY BEFORE 15 SEPTEMBER 2017

In order to provide the highest level of service to delegates, places are strictly limited. Apply through Austrade offices in **Australia** and **Korea** as stated below to have our country and industry specialists review your application. If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment. An Event Participation Kit with all the information you need to prepare for the mission will then be sent to you.

IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

To discuss your participation options further, please contact:

Australia

Denise Eaton
Senior Trade Adviser
Austrade Sydney
T +61 2 4254 2990
M : +61 412 180 828
E denise.eaton@austrade.gov.au

Korea

Juliet Woo
Senior Business Development Manager
Austrade Korea
T +82 2 398 2809
E juliet.woo@austrade.gov.au