

HELPING YOUR BUSINESS GROW INTERNATIONALLY



Ageing and Wellness Mission to Japan Tokyo and Osaka

13-17 February 2012

UK Trade & Investment is organising an **Ageing and Wellness Trade Mission to Japan**. All UK registered pharmaceutical, biotechnology, medtech and healthcare companies are eligible to apply for the mission.

Delivering innovation to the world's 2nd largest healthcare market

To support UK companies to grasp the ever increasing business opportunities with Japan, UKTI is organising a trade mission to Japan with the key theme of Ageing and Wellness. The mission will visit two key Life Sciences clusters, Tokyo and Osaka, in the week of 13-17 February. In the same week, the "Nano Tech 2012" exhibition is taking place in Tokyo and Commercial Officers from South Korea and Taiwan with expertise in Life Sciences will visit Japan to meet UK mission members to discuss potential opportunities in their markets.

This is the only UKTI Life Sciences trade mission to Japan this financial year, so please do take the opportunity to participate.

Why Japan?

Japan has one of the world's fastest-ageing populations, adding to the further rapid growth in what is already the world's 2nd largest drug and medical device market. Currently 23.1 per cent of its 128 million population are over 65 years old and this figure is anticipated to increase to 30.5 per cent by 2025 and to 40.5 per cent by 2055. The Japanese government's 'downturn-busting Growth Strategy' has prioritised the development of new drugs and equipment, as well as reducing the approval times for drug and medical devices.

The Japanese pharmaceutical and medtech industry is fragmented and most companies are small by world standards. These companies are urgently looking to acquire new research and product development pipelines. Large Japanese electronics corporations are similarly diversifying away from traditional consumer goods into healthcare products and medical devices. These companies are also looking for international partnerships and opportunities for UK companies with novel technologies and advanced services for collaboration with non-traditional medtech companies.

Mission programme (subject to change):

Sunday 12 February

- Arrive in Osaka

Monday 13 February (Osaka)

- All events will take place at the Hilton Osaka
- All day – UK Ageing & Wellness Seminar
- Fifteen-minute presentation by each company with simultaneous interpretation.
- Participation by Japan's leading manufacturers/distributors of pharmaceuticals, bio-pharmaceuticals, medical devices and/or care products is expected.
- Evening – Networking reception

Tuesday 14 February (Osaka)

- All day – Individual programme (own arrangements, or company visits under UKTI tailor-made OMIS)

Wednesday 15 February (Osaka or Tokyo)

- Individual programme (own arrangements, visit to Nanotech 2012, company visits under UKTI tailor-made OMIS)
- Travel to Tokyo

Thursday 16 February (Tokyo)

- All events will take place at the British Embassy
- All day – UK Ageing & Wellness Seminar
- Fifteen-minute presentation by each company with simultaneous interpretation.
- Participation by Japan's leading manufacturers/distributors of pharmaceuticals, bio-pharmaceuticals, medical devices and/or care products is expected.
- Evening – Networking reception

Friday 17 February (Tokyo)

- All day – Individual programme (own arrangements, Nanotech 2012, or company visits via UKTI tailor-made OMIS)

Cost of Participation: The Mission to Japan will involve a basic participation fee of £1,110. Participation fee will be charged through the Overseas Market Introduction Service (OMIS), which helps to cover the costs of organising the events, as well as providing the benefits outlined above. Please note that this mission participation OMIS does not cover arrangements for meetings with Japanese companies.

Travel & Accommodation: Delegates will be responsible for their own travel arrangements, accommodation and subsistence. Special hotel rates have been negotiated for UKTI trade mission delegates. Please do not book any travel until we confirm your place.

The mission programme provides your company with the following events and benefits:

- Networking with Japan's leading pharmaceutical, biotech, medtech, healthcare companies, strategic partners, distributors and key opinion leaders in Tokyo and Osaka
- Company presentations (15 minutes) at seminars in Tokyo and Osaka
- Pre-mission readiness consultation with a Life Sciences expert in the UK
- Pre-mission publicity in Japan (1500 mail shots)
- Provision of simultaneous interpretation at the seminars
- Publicity in the mission brochure
- Identification of business opportunities in Japan
- Learn about business opportunities in South Korea and Taiwan
- Visit "Nano Tech 2012", Japan's largest international nanotechnology exhibition and conference (www.nanotechexpo.jp/en/), 3,000 yen admission fee will be exempted with on-line registration
- Free time to organise own meetings and pursue own leads

Registration:

Please register your participation in this mission by completing the application form. Submit your application today or learn more by contacting Mina Joshi at: mina.joshi@uktibiotech.org.uk, telephone: +44 (0)1223 231337 **no later than Friday 18 November.**

Register before 30 September and receive the early bird fee of £888.

Market information research

For companies new to Japan or interested in developing further business in Japan, we recommend you consider carrying out market research report prior to your visit. UKTI offers a chargeable research service, the Overseas Market Introduction Service (OMIS). Under the service, UKTI Japan will try to identify your potential partners in Japan and set up meetings for your visit. Costs vary between £444 and £11,100 depending on client requirements. Commissioning and delivery of the service are handled by your local UKTI team or Scottish, Welsh or Northern Irish equivalent. To locate your nearest team, please visit www.ukti.gov.uk/export.html or call 020 7215 8000.

To ensure delivery of the service in time for your visit, your OMIS order must be received by UKTI Japan by Monday 31 October.

UK Trade & Investment is the government department that helps UK based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

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