

AUSTRALIAN BIOMEDICAL & DIGITAL HEALTH SHOWCASE

Austrade Taipei will host an Australian Biomedical & Digital Health Showcase during the 2019 Taiwan Healthcare+ Expo to promote Australian capabilities and capture opportunities from Taiwan and the region.

ABOUT THIS EVENT

Taiwan is a well-regulated and accessible market with sophisticated business culture and strong IP protection. The biomedical sector, made up of applied biotechnology, pharmaceutical and medical devices, is a pillar industry identified in Taiwan's Innovative Industries Plan.

This event aims to build commercial biomedical partnerships between Australia and Taiwan, see market insights and opportunities on p.2. It will include four main activities:

- **Australia-Taiwan Biomedical & Digital Health Forum:** Co-hosted with the [Institute for Biotechnology and Medicine Industry \(IBMI\)](#) in Taiwan.
- **Inno-zone in 2019 Taiwan Healthcare+ Expo:** Showcase your company's capabilities together with 100+ innovators around the world.
- **Site Visits:** Visit major hospitals, industry parks and market leaders in Taiwan based on delegates' interests.
- **B2B Business Matching:** To be arranged by the Partnering System from Healthcare+ Expo with the support of Austrade Taipei.
- **International Hospital President Forum (optional):** Engage with 50+ hospital leaders in hospital management and digital trends.

THE EXPO

[Taiwan Healthcare+ Expo](#) is the key Asia Pacific forum for interdisciplinary collaboration between the medical, health, IT/electronics, and bio-pharmaceutical sectors. The 2018 Expo attracted 410 global exhibitors, with over 1300 booths demonstrating ground-breaking technologies to more than 70,000 professionals and 25 international delegations in 2018.

WHY YOU SHOULD PARTICIPATE

Important information

Australian Biomedical Showcase

Dates: 4 – 8 December 2019

Location: Taipei, Taiwan

Main Program includes:

- **Australia-Taiwan Biomedical Forum**

Date: 5 December 2019

Time: 13:00 – 17:00

Venue: 702BC Room, TaiNEX 2

- **2019 Taiwan Healthcare+ Expo**

Date: 5 - 8 December 2019

Locations: Taipei, Taiwan

Nangang Exhibition Centre

Apply by: See website

Who should attend?

Australian businesses in:

- Digital health & technology (e.g. medical AI, tele-medicine)
- Hospital management/ health IT
- Precision health & preventive Medicine
- Genetic medicine & cell therapy

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- **Gain** a better understanding of one of the world's most advanced healthcare services markets and key insights into smart healthcare solution and market development
- **Explore** business and partnership opportunities including: healthcare management and services, digital technologies, precision health, genetic medicine and co-development/investment opportunities
- **Develop** valuable contacts with key Taiwanese hospitals, government agencies and industry to discuss broader Australia-Taiwan cooperation in digital healthcare
- **Promote** your organisation under national branding and through Austrade's promotional channels
- **Share** experiences with and learn from leading Australian companies in the digital healthcare industry
- **Receive** on-the-ground assistance from Austrade, including advice on market dynamics and market entry.

MARKET INSIGHTS

In 2018, the total number of publicly listed biotechnology and pharmaceutical firms reached 134, with a combined output of 322 approved biotechnology and new pharmaceutical items. Revenue in biomedical industries in 2018 totalled A\$23.3 billion, a YOY growth of 5.5% on 2017.

- Taiwan has among the best healthcare systems in the world, underpinned by the universal and compulsory National Health Insurance Program (NHI). Ranked 9th in the Bloomberg's annual ranking of healthcare efficiency among 56 economies.
- Taiwan had 28 thousand contracted medical care institutions, including 26 academic medical centres, 83 metropolitan medical centres, and 370 local community hospitals.
- In 2018 there were more than 300 500 international medical travellers mostly from mainland China and South East Asia, which accounted for AU\$691 million output value. Many hospitals are becoming smart hospitals and welcoming collaboration with their international counterparts to upgrade their facilities, planning and management, and training practices.
- Taiwan's government has set the target of launching 20 new drugs and 80 medical devices in global markets by 2025 in its 2016-2025 Biomedical Development Plan.
- Taiwan plays a significant role in the global tech supply chain leading in the design and production of high quality products from IC designs, semiconductor to electronics. These manufacturers are the key drivers of healthcare innovation, and accelerating AI, IoT and robotic applications in the entire healthcare and biomedical industry.
- The regulatory relaxation in cell therapy and regenerative medicine has created licensing and technology transfer opportunities for Australian businesses to create strategic partnerships.

OPPORTUNITIES FOR AUSTRALIA

- Increased demand for clinical trials to meet the national goals in drug and medical devices – over 20 Taiwanese companies have conducted clinical trials in Australia in recent years.
- Drugs licensing and co-development through collaboration between Australian universities/institutes and Taiwanese players.
- Co-development and co-investment in digital health, medtech and medical devices.
- Education and training and R&D collaborations.

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MAIN PROGRAM

The program is designed to maximise value for Australian delegates. The final program will be provided in the event participation kit for delegates.

| Date | Key Activity |
|--|--|
| Tuesday – 3 December | Arrive in Taipei |
| Wednesday – 4 December | <ol style="list-style-type: none">1. In-market briefing by Austrade Taipei Team2. Site visits tailored for delegates' interests |
| Thursday – 5 December 13:00-17:00 | Australia-Taiwan Biomedical & Digital Health Forum <ul style="list-style-type: none">- Company presentations- Panel discussion- One-on-one business meetings |
| Thursday to Sunday, 5 – 8 December 09:30-17:00 | 2019 Taiwan Healthcare+ Expo <ul style="list-style-type: none">- Inno-zone – profiling your company's capabilities- B2B Partnerships |
| Friday – 6 December 09:30-17:00 | MED X TECH Summit Asia |
| Saturday – 7 December 09:30-12:00 | International Smart Hospital President Forum (Optional) <ul style="list-style-type: none">- Joined by 50+ hospital leaders, senior representatives from the World Hospital Association and American Medical Association and other key industry body. |

PARTICIPATION COST

| Options | Total Cost | Direct costs | Austrade Service Fee |
|---------|----------------------|--|---|
| Taiwan | A\$1,975 per company | A\$600 includes: <ul style="list-style-type: none">• Forum arrangement and catering• Expo setup• Promotional material production• Networking function• Transport for site visits | A\$1,375 (5 hours @ A\$275 per hour) includes: <ul style="list-style-type: none">• Event organization and logistical arrangements.• Event promotion and marketing, including preparation of company profile.• Supporting one-on-one appointments. |

Payment Terms: 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 details.

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

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Note:

- The Healthcare+ Expo organizer will provide 4 nights' accommodation for each Australian company attending this Showcase.
- Flights and meals are not included unless specified. A minimum number of 4 organisations is required for this event to proceed. Austrade reserves the right to cancel the program at its discretion.

IMPORTANT INFORMATION

If you are considering this showcase, 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>.

Unless stated otherwise, Austrade reserves the right to share delegates' contact details with event partners.

KEY CONTACTS

To discuss your participation options further, please contact:

Taiwan

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