

# HEALTHCARE IS

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BRITAIN & NORTHERN IRELAND



## Attend Asia's Leading Healthcare Event

Promotion

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*The UK is proud to be taking part in BIO Asia-Taiwan 2019 from 24th - 27th July. This event is supported by the UK Science & Innovation Network (SIN) Taipei and Department of International Trade (DIT) to assist UK SMEs, spinouts and start-ups to export, and find commercial partners / investors through our UK Pavilion and tailor-made meetings*

This trade show exhibition is led by the global Biotechnology Innovation Organisation (BIO) and Taiwan Bio. The UK will be one of 25 countries / 600 organisations participating, and we are offering a very attractive package to exhibit in our zone with booth equipment and space for your products and posters, etc as part of the UK Pavilion.

You can find out more about BIO Asia-Taiwan 2019 at [bioasiataiwan.com](http://bioasiataiwan.com)

The site will split into five areas:

- Smart Healthcare
- Precision Medicine
- Cell Therapy and Regenerative Medicine
- Innovation & Partnership
- International

The UK's Pavilion will focus on:

- Manufacturing Infrastructure
- Innovative Therapies
- Regenerative Medicines
- Med AI / Big Data
- Next Gen Sequencing

Dates:

Group 1: 22nd - 25th July 2019

Group 2: 23rd - 26th July 2019

### Contacts

To register, please contact:

**Ginell Hsu**

[ginell.hsu@fco.gov.uk](mailto:ginell.hsu@fco.gov.uk) or

complete the [online application form](#)



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Taiwan is very open to innovation, and is known as the heart of the world's tech supply chain with excellence in medical devices, IoT and robotic applications. Taiwan's strengths deliver added value and advanced services, such as 3D image solutions, virtual reality and minimal invasive surgery methods, being used largely in diagnosis, surgeries, procedures and treatments. Its healthcare system recently moved from the 12th to 9th in Bloomberg's annual global healthcare efficiency list. "More than 305,000 foreign patients came to Taiwan to receive medical services, with one third of those from South East Asia" according to a survey done by the Taiwan External Trade Development Council (TAITRA) in 2018.

The participants will receive complimentary economy class airfare (up to £800), three night's accommodation, and airport pickup, though places are limited. (Flight upgrades or extra accommodation are at the visitor's expense).

We expect the business opportunities to include not only selling products, but also conducting R&D and investment in the Asian market.

## Find out more

Send your application to exhibit as part of our UK Pavilion. Please [click here to register](#) for the event. On registering you will be emailed the application form, which needs to be submitted by *Friday 14th June 2019*.

## About the Taiwan Market

Taiwan—the world's 22nd largest economy, situated in the middle of the Asia-Pacific region—is an excellent route for foreign companies into the emerging healthcare economies of Asia, while also being an ideal platform, from which to enter the Chinese market. Taiwan's welcoming culture and reliable business environment underpin the potential for strong partnerships.

Joint R&D opportunities lie in Taiwan's ICT strengths, as Taiwan excels in hardware development with a well-established and professional supply chain. Taiwan's leading ICT giants are actively seeking investment opportunities and R&D projects as they diversify into AI focussed industries. They welcome horizontal and vertical integration models for medical devices and healthcare services through M&A or forming strategic partnerships.

In the biotechnology sector, capitalization of local publicly-listed biotech companies is valued at £18.6 billion with a total revenue of £5.5 billion up 17% since 2015. With over 105 bio-related IPO companies, Taiwan is a prime location for industry investment, partnerships, and licensing opportunities, as a result pharmaceutical companies like GSK and AstraZeneca have a considerable presence here and are actively running clinical R&D centres.

Taiwan is a significant global market, with National Health Expenditure accounting for 6.3% of GDP (27 billion), this is expected to grow annually at a rate of 4.8%. It applies WHO/FDA healthcare standards and has a high level



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of IP protection. Taiwan's high quality universal health coverage single payer National Health Insurance (NHI) program covers 99.9% of the island's 23 million population with public satisfaction at 83.1%. With this strong record of accomplishment, Taiwan is a growing market not to be missed that provides a stable gateway into the wider region.



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