



JOIN OUR

DIGITAL HEALTH & INNOVATION TRADE MISSION TO TAIWAN IN MARCH

Build and refine your export strategy with best-in-class subject matter experts and meet one-on-one with industry buyers and partners who can help you enter and expand your market footprint. The delegation is also attending the World Trade Centers Association General Assembly in Taipei, bringing together trade representatives from more than 90 countries and over 300 World Trade Centres. This is a unique opportunity for Canadian brands that are seeking to expand into the Asian market and want to find the most appropriate health and life science buyers and go-to-market partners in the region.



Sunday, September 20 -
Thursday, September 24, 2020



Taipei,
Taiwan



Regional Innovation Centre
tenant or alumni: C\$1500

Business delegate: C\$3,000
Service provider: C\$5,000

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WHY WE ARE GOING

- Taiwan is one of the fastest growing economies in Asia with a GDP of C\$777.5 Billion, ranked as the 4th most competitive economy in Asia according to the IMD World Competitiveness Ranking 2019, and positioned as the 4th in Asia for ease of doing business according to the World Bank
- Taiwan is a regional hub for innovation ranked 4th globally on “Innovation Capability” according to WEF 2018 Global Competitiveness Rankings. Taiwan also ranks 2nd for intellectual property protection worldwide, 5th for cluster development and 5th for international co-inventions
- Taiwan is a founding member of the Association of Southeast Asian Nations (ASEAN) and a proven strategic gateway to China and Asia

WHO SHOULD JOIN US

- Trade-ready Canadian companies in the health and life sciences sector interested in selling their products to Taiwan and the ASEAN region
- Sector-specific service providers, regulators and industry associations interested in learning more about the regional opportunities for Canadian businesses in Taiwan and the ASEAN region
- Canadian sector-specific SMEs looking for opportunities in production cost and development cost reduction, supply chain management and mass production, sales distribution, joint product development and portfolio expansion, prototyping and commercialization

MISSION HIGHLIGHTS

- Highly curated and professionally organized business-to-business meetings with cities, regional and intergovernmental organizations, corporate buyers, and research and academic professionals
- Site visits to research centres, corporations, innovation hubs and intergovernmental organizations to understand how health products and services are procured and commercialized
- Presentations and education about the main economic, political and technological trends to provide insight and help Canadian companies refine and adapt their market entry and expansion strategies in the region

WHAT IS INCLUDED

- Ground transportation for the official program
- Networking events for the official business program
- Curated business-to-business matching services

WHAT IS NOT INCLUDED

- International flights to and from Canada
- Accommodations
- Food and beverages outside of business program
- Visa application fees (if required)

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