



EUGatewayProgramme

BUSINESS MISSION PROGRAMME  
HEALTHCARE AND MEDICAL TECHNOLOGIES

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[www.eu-gateway.eu](http://www.eu-gateway.eu)



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## 1. The EU Gateway Programme in Short

The EU Gateway Programme is managed by the European Union and helps European Union companies to succeed in Japan and Korea by providing support at the critical early stages of their market penetration strategy. The Programme aims at facilitating the access of European companies to the Japanese and Korean markets.

The Programme aims to organise around 30 missions to Japan and 15 to Korea over a period of 6 years (2009-2014). Missions will be arranged according to economic sector and will accommodate up to 40 EU companies for Japan and up to 30 EU companies for Korea.

Under the EU Gateway Programme a Healthcare and Medical Technologies mission will take place from 30 September to 4 October 2013 in Tokyo. This Business Mission will, apart from pre-arranged individual meetings also include two Business Exhibition Days where you will be able to introduce your technologies/products to sector related manufacturers, import and trading houses, users, and governmental organisations.

40 participants will be selected from a range of applying companies from all the Member States of the European Union. Please refer to the following chapter for conditions of eligibility and application procedures.

## 2. What can you expect from the Business Mission?

The EU Gateway Programme aims to support your company's approach towards the Japanese market. As a tailored business programme, it is up to your company to prepare and take advantage of the activities available, to make your business mission a success.

The following elements are part of the entire Business Mission package:

- Coaching by the EU Gateway Coaching Network (in Europe and Japan)
- Promotion of the Mission and your company in Japan
- The Business Mission Week in Japan including market briefings, study tour, exhibition with booths to promote your product, and networking
- Financial Support

### 2.1. Coaching during the mission

The EU Gateway Coaching Network provides personal assistance to your company from the moment of your application and after your return from Japan.

In Europe:

- Application Coaching
- Pre-departure coaching

In Japan:

- Promotion
- Strategic preparation
- Support and assistance during your Business Week

#### 2.1.1. Application Coaching

Interested in the EU Gateway Programme? Then don't hesitate and express your interest here: [http://www.eugateway.eu/go.php?nID=21&page=How\\_to\\_Apply](http://www.eugateway.eu/go.php?nID=21&page=How_to_Apply). The coach responsible for your country will get in touch with you and assist you with any questions. It is easy; the application is simply filled out and submitted online: [www.eu-gateway.eu](http://www.eu-gateway.eu) It is important to fill out your application online as best as possible to get your company selected for participation.

### 2.1.2. Pre-departure Coaching

Selected for the Business Mission? Congratulations, it's time to prepare for a successful mission!

The Coaching Network organises a pre-departure meeting in Brussels on 20 June 2013. All participating companies are expected to join this meeting. You will meet your coach in person and receive an important briefing on your Business Mission, covering:

- **Your Business Mission:** What to expect?
- **Preparing for your mission:** Briefing from the Coaching Network Local Office in Japan, their services to you and how to get the most out of your mission
- **Promotion:** How are the Business Mission and my company promoted in Japan?
- **Logistics:** How do I organise my logistics for the Business Week?
- **Business Opportunities in Japan:** Expert presentation on your market in Japan
- **Doing business in Japan:** Expert presentation on the dos and don'ts concerning Japanese business culture and practices
- **Individual coaching:** Break-out session with your coach, preparing for your mission and getting the details right
- **Questions and Answers:** Ask your questions, these are interactive meetings; the Coaching Network is there for you.

The different needs of companies participating in EU Gateway for the first time and of those having participated before will be accommodated in dedicated breakout sessions and specific presentations.

### 2.1.3. Services provided to you

The Coaching Network Local Office in Japan provides specialised services to help you prepare for your Business Mission and support you throughout in your approach to the market.

- **Standard Services:** Focusing on your individual needs and to maximize your business opportunities in Japan, you will be provided with standard services before and during the Business Week. These services include:
  - Discussing your approach
  - Promotion and search for local business partners
  - Scheduling of individual meetings and appointments
  - Stand-by assistance during the Business Week

### **Promotion and search for local business partners**

Next to the general promotion of the Programme (more details in section 2.4) the Programme Local Offices in Japan promote your company and attract targeted visitors to the Business Exhibition Days as well as set up individual meetings for your company during the Business Mission Week.

These individual meetings are additional to the meetings that derive from the encounters you will have with visitors at your booth during the Exhibition and contacts you'll meet during other parts of the Business Week programme.

All promotion and individual contact efforts are based on your **Company Profile** and the input you have provided including your existing contacts, agents, partners etc. This often results in preset appointments (individual meetings) **or** local companies would rather come to the Business Exhibition Days and meet you in person **before** committing to a meeting.

### **Stand-by assistance during the Business Week**

The Coaching Network local office will support you throughout the Business Week to arrange follow-up meetings. Follow-up is an essential part of your mission during the Business Mission week and after, upon your return to your home country.

- **Customised Services:** To complement the standard service package, you can avail of individual customised services during your stay in Japan. Customised services are optional and can be requested from your EU Gateway Coach. The customised services can include:
  - Translation into Japanese and printing of company documentation, products manuals, brochures and business cards,
  - Interpretation (only English-Japanese) at business meetings during the mission week (and outside the two business exhibition days),
  - Business assistance during business meetings,
  - Info on certification procedures.
  
- **Post Mission Follow up:** Shortly after your return, you will be contacted by your EU Gateway Coach for a debriefing and to give advice on follow up. You will furthermore be asked to fill in an online questionnaire after a 12- and 18-month period.

## 2.2. Market Study

After being selected you will be provided with a comprehensive Market Study. This study will broaden your understanding of the Japanese Healthcare and Medical Technologies market and help you define your initial overall market entry strategy.

## 2.3. The Business Week in Japan

The Business Week running from Sunday to Friday in Japan will include:

- **Briefing** on the Japanese Healthcare and Medical Technologies market by a European and Japanese business representative,
- **Study Tour** related to your sector activity,
- **Individual meetings** following a pre-arranged schedule,
- **Two business exhibition days** in an organised setting (venue and booths) to present your products/technologies to selected Japanese companies,
- **Networking event** hosted by the European Union to invite your contacts and meet your partners,
- **On-site coaching** and **logistic support** during the entire Business Week,
- Individual strategic and logistic **de-briefing** at the end of the Business Week.

## 2.4. Promotion of your company in Japan

- EU Gateway Programme **mission catalogue**: A catalogue in Japanese detailing all the companies participating in the mission. The catalogue will be distributed at the Business Exhibition Days and Networking event. Each participating company will have one page with their company information, explanation on the products, technologies to be introduced in Japan.
- **Public relations support**: An intensive PR campaign will be implemented in Japan to raise awareness among target audiences of the EU Gateway Programme:
  - **Website in Japanese** where local business people can learn more about the Programme, the EU companies and register for the business exhibition days,

- **Press releases** detailing the Healthcare and Medical Technologies Mission visit to Japan distributed to targeted media,
- **Targeted media interviews** set-up for key European Union representative(s) and individual companies where requested by the Japanese media,
- **Media will be invited** to Business Mission events (e.g. Business Exhibition Days and Networking event),
- **Direct mail** of invitations to industry representatives and trade associations.

## 2.5. Financial Support

The European Union encourages your commitment to the Japanese market with financial support towards:

- **Accommodation co-financing:** up to 1,000 EUR financing towards the cost of one room per company in the Programme hotel,
- 80% of the cost for **customised services**, with a maximum of 1,600 EUR per company,
- **Exhibition space:** 100% of the exhibition space and booth with basic amenities for the 2-day business exhibition,
- **Interpreters:** 1 interpreter for 2 booths provided by the Programme for the 2 business days.



## 2.6. Business Mission Timeline



### 3. Who can participate?

You can apply for participation in an EU Gateway Business Mission if your company fulfils the following criteria:

- Exists for at least 5 years,
- Fully or majority-owned by European Union capital,
- Being located and having its main activities in the European Union,
- Have developed outstanding and innovative techniques and technologies in the Healthcare and Medical Technologies sector,
- Have proven track records of international business cooperation,
- Have a solid business strategy for entering the Japanese market,
- Have a sufficient turnover and number of people employed to guarantee a market entry into Japan.

For more information on these criteria as well as a definition of the Healthcare and Medical Technologies sector, please visit [www.eu-gateway.eu](http://www.eu-gateway.eu).

Selected EU companies have the opportunity to participate in up to three Business Missions in Japan and Korea.

## 4. Why should my company participate?

The EU Gateway Programme is different from traditional business missions by supporting your company at every step of your business strategy toward Japan. You will be coached by a team of dedicated and experienced professionals in the business environment of this dynamic market. Coaching will be provided before, during and after each event and will also be available during individual meetings with potential Japanese business partners.

### **10 more reasons why you should participate:**

- A cost effective and efficient way of gaining market share,
- Long term opportunities in a market with a large and growing demand for European technologies,
- A meeting point to discuss options and opinions with business partners. Make contacts and strengthen network to open unlimited prospects for cooperation,
- A unique opportunity for identifying possible suppliers, subcontractors, representatives, importers and distributors,
- The best way to sound out the Japanese market and get acquainted with current and future trends,
- Enables you to draw a clear picture of your competitors: who they are and what your company's position is in relation to them,
- To conduct research and to compare the characteristics of local and competitive products,
- To get immediate feedback when introducing your products/technologies thanks to the "face to face" interaction,
- A chance to discuss problems and new trends with other industry players,
- Opportunity to learn the market and meet potential business partners under a well marketed EU umbrella.

## 5. How can my company apply?

Your company can apply for participation in the Business Mission on the Programme website: [www.eu-gateway.eu](http://www.eu-gateway.eu).

First fill out a brief **expression of interest**. You can do this on-line on the Programme website. Shortly after submitting the expression of interest, you will be contacted by a representative of the EU Gateway coaching network in Europe.

If you and the coach jointly agree that you should apply, then the next step for you is to fill out an **application form**. You can fill out the application form when you have received a username and password from the coaching network. The application contains more detailed information on your company. It is the basis for an assessment of your company and its potential for a successful participation in the Business Mission. The application form is available on-line at [www.eu-gateway.eu](http://www.eu-gateway.eu)

The main steps are:

**Step 1:** Fill out an expression of interest on [www.eu-gateway.eu](http://www.eu-gateway.eu).

**Step 2:** You will be contacted by a representative of the EU Gateway coaching network in Europe. If you and your coach decide to proceed, you will receive **a username and password**, which will allow you to fill out an application form.

**Step 3:** Fill out an application form on [www.eu-gateway.eu](http://www.eu-gateway.eu).

**Step 4:** After the deadline for application, you will receive a letter from the European Union about the decision on your application.

**Step 5:** If you are selected you will be contacted and further information will be available for you on the member part of the website. Your user name and password will be activated for access to the member part of the website. ([www.eu-gateway.eu](http://www.eu-gateway.eu))

You will also be contacted by the coaching network and briefed about the next steps.

The **deadline** for submitting the application form is **26 April 2013**.

## 6. What happens during the Business Week?

Selected companies are expected to fully participate in all Gateway activities and thus to be present during the whole business week.

Late arrivals at, or early departures from the business week in Japan will not be accepted. The European Union reserves the right to partly or entirely cancel the co-financing if participants do not respect this obligation (Refer to 9.4, Cancellation Policy).

### 6.1. Sunday evening: Helpdesk

The organisers and the representatives of the local coaching network will be in the hotel for any questions or inquiries you may have before the start of the mission week.



### 6.2. Monday morning: Briefing Session

- Time: 09:00 till 12:00
- What: Briefing on key aspects of the Japanese Healthcare and Medical Technologies market by Japanese and European speakers. Briefing on the logistics for the week (booth area set up, working with interpreters, etc.).

### 6.3. Monday afternoon: Study Tour

- Time: 13:00 – 18:00
- What: To get a better understanding of Japan and a deeper insight into the Japanese Healthcare and Medical Technologies sector, a study tour to a local site will be arranged.
  - Information regarding planned visits will be provided to all participants at a later stage as soon as visits/tours are confirmed,
  - Participation in the study tour is optional,
  - Depending on the venue Study tour might take place on Thursday.

## 6.4. Tuesday – Wednesday: Business Exhibition Days

- Time:
  - Tuesday: 11:00 till 18:00
  - Wednesday: 10:00 till 17:00
- What: The two-day business exhibition allows you to present your products and technologies to a widely targeted audience of potential business partners via product / technology display and demonstrations.



The business exhibition days will be open for visitors from 11:00 on the first day, but you will have time to set up your booth, brief your interpreter, etc. from 09:00 onwards.

- Booth and Amenities:

Each company will be provided with a “basic booth”, including a back panel to hang posters and display products, brochures, or project on the walls, and a side cabinet to be used as storage. The back panel is 2,500 mm high and approximately 2,000 mm wide, divided into 2 panels of 990 mm: one to hang posters and the other accommodated with a removable shelf. The top of the display panel will have a “name board” on which the name of the company in English and Japanese will be printed.

Amenities will include:

- Table and 4 chairs
- Internet connection
- a plug adaptor and electric connection

\*Actual booth may slightly differ from image



The back panels will be built in maximilite and a side pillar in polycarbonate will be constructed displaying the country and the booth number.

After selection, you will have the opportunity to order at **your own cost** extra storage and or display material, rental equipment such as a PC, Projector, Monitor etc.

- Product Samples/Demonstrations

Making use of the appointed space, we recommend you to:

- Make an **interesting display or show a detailed presentation** of your product/technology at your booth to enable visitors to understand your products, performance and functions at a glance (e.g. display a panel with brief explanation of product function and performance in Japanese or show a video/power point presentation),
- Have an in-depth knowledge of your own products and its applications and have comprehensive information available in Japanese with detailed explanations of products for visitors to pick-up,
- Please do keep in mind that the Business Exhibition Days are taking place in a hotel, therefore heavy and big items are to be reduced to a minimum.

- Interpreters

The Programme will provide English/Japanese interpreters, as follows:

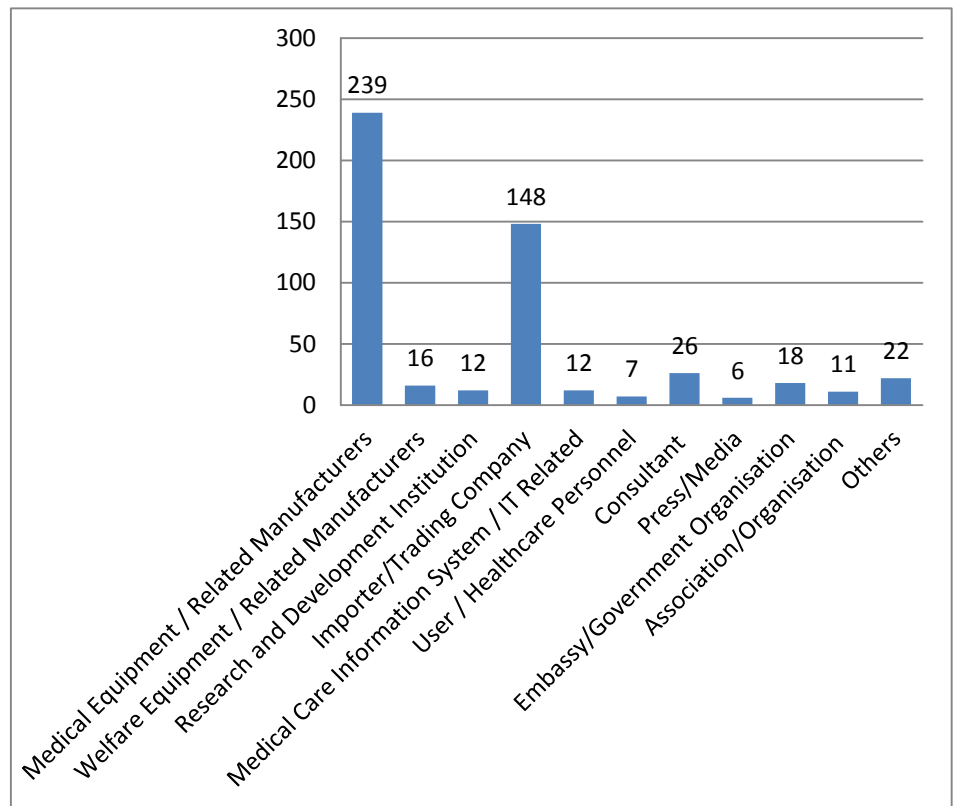
- During the Business Exhibition Days: **one interpreter per 2 companies** will be provided by the Programme.
- At individual meetings interpretation is not provided. Participants are invited to request an interpreter at their own cost in the framework of the customised services.

- Audience

The Business Exhibition Days audience may include representatives from the following fields:

- Medical Equipment Related Manufacturer
- Welfare Equipment Related Manufacturer
- R&D Institutes
- Importer, Trading Company
- Etc.

For your reference, below is a graph of visitor breakdown in 2012.



### 6.5. Tuesday evening: Networking event

- Time: 18:00 till 19:00
- What: Evening networking event hosted by the European Union
  - Participants will be able to invite their own business contacts plus contacts made during the Business Week and during their own individual business meetings.
  - To help participants further develop business contacts in a relaxed and convivial setting with targeted visitors.



### 6.6. Thursday, Friday: Individual Business Meetings

The Programme organisers will work with you to organise business meetings throughout the Business Mission week. These individual meetings are additional to the encounters you will have with visitors at your booth during the Exhibition and contacts you will meet during other parts of the Business Week Programme.



In addition, many local companies prefer to have a first meeting with you at your booth on the Business Exhibition Days. The Thursday and Friday are designed to give you the opportunity to hold follow-up meetings with those new contacts

The Thursday and Friday are important days for you to follow up on these fresh contacts, already existing contacts such as your current business partners or with potential new partners that you have found with the support of the Coaching Network Local office in Japan (see 2.1.3. Services provided to you).

These days are essential; following up on your contacts often results in more chance of success, a good start of a long lasting relationship. The Coaching Network Local Office in Japan will help to organise these days efficiently by providing you with an overview of your meetings during the week. This information package contains your planning, information on your meetings and guidance on how to navigate from one meeting to the next.

The Coaching Network Local Office will support you throughout the Business Week to arrange these follow-up meetings. Follow-up is an essential part of your mission during the Business Mission week and after your return to your home country.



### **6.7. Friday evening: Debriefing Session**

- Time: 17:00 till 19:00
- What: Provide feedback on the Mission Week in Japan

The session is a key event as it is the time when participants' expectations and requests in terms of follow-up can be presented to the organisers and European Union representatives. Companies will be asked to fill in a short questionnaire.

## 7. How is the selection made?

The selection of participating EU companies is made on a competitive basis.

The Expression of Interest form is the first step in applying for the EU Gateway Programme. This form provides the information necessary to check for eligibility for the Programme. When a company is eligible to participate, the next step is to fill out the application form and submit it. The application form provides the basic information on basis of which the assessment can take place. All companies which have submitted applications before the deadline will be considered.

The companies will be assessed from a European and Japanese market perspective on three main criteria:

- Business Strategy
- Business Viability & Capacity
- Market Potential

The final selection is made by the European Union. 40 companies will be selected for participation.

Selection will be completed within **one month from the application** closing date and companies will be informed immediately of the outcome of the selection.

## 8. How can I get more information?

You can read more about the Programme on the Programme website: [www.eu-gateway.eu](http://www.eu-gateway.eu).

If you want to discuss your participation with a representative from the European coaching network, send your questions to the following:

Belgium, France, Luxembourg, the Netherlands  
[BrusselsOffice@eu-gateway.eu](mailto:BrusselsOffice@eu-gateway.eu)

Austria, Denmark, Germany, Slovenia  
[HamburgOffice@eu-gateway.eu](mailto:HamburgOffice@eu-gateway.eu)

Finland, Ireland, Sweden, UK  
[LondonOffice@eu-gateway.eu](mailto:LondonOffice@eu-gateway.eu)

Cyprus, Greece, Italy, Malta, Portugal, Spain  
[MadridOffice@eu-gateway.eu](mailto:MadridOffice@eu-gateway.eu)

Bulgaria, Czech Republic, Estonia, Hungary, Latvia,  
Lithuania, Poland, Romania, Slovak Republic  
[WarsawOffice@eu-gateway.eu](mailto:WarsawOffice@eu-gateway.eu)

## 9. What will it cost for my company?

### 9.1. Financial Support from the European Union

The European Union encourages your commitment to the Japanese market with financial support including:

- **Accommodation:** Co-financing up to a maximum of €1,000 **partly** covering the costs for **one room**, including breakfast, tax and service charges; for 6 consecutive nights provided you stay at the designated EU Gateway hotel for the whole duration of the Gateway event in Japan (normally 6 nights).
  - Hotel costs in excess of €1,000, extra nights and any extras (such as mini bar, telephone etc.) will have to be paid by the company directly to the hotel.
  - Details on how to book your accommodation will be sent to you after you have been selected. An agreement with the hotel has been reached, so that participating companies will need to pay only the exceeding amount to the hotel directly when checking out.
- **Customised services:** 80% of the actual costs of the customised services with a maximum of €1,600 per company.
- **Exhibition space:** 100% of the exhibition space and the booth with the basic amenities.
- **Interpreters:** 1 interpreter for 2 booths during the 2 business days.

### 9.2. Costs to be covered by your company

Participating companies will be responsible for arranging:

- **Flight** from Europe to Japan and travel within Japan. Transportation is ONLY provided during the Study Tour.
  - Please arrange your schedule so that you can check into the hotel by Sunday evening. It is mandatory to be present at the briefing session on Monday morning and the debriefing session on Friday evening.
  - Flights departing from Europe arrive the next day in Japan.
  - Flights from Europe to Japan tend to get fully booked quite early, so please pre-book your flight as soon as you have been selected.

- All **insurance** related to travel / accommodation and business in Japan.
- **Shipping costs** and insurance for shipment of brochures / sample products, etc.
- **Customised services:** 20% of the total costs, and the amount exceeding the €1,600.

### **9.3. Cancellation of a Business mission week by the European Union**

- The European Union may be forced to cancel a Business mission week at short notice for reasons of force majeure (e.g. earthquakes in Japan).
- Participants should always take an insurance that covers all the risks and expenses that could result from such unforeseen cancellation.
- The European Union shall not be liable to cover expenses under this chapter or to reimburse the cost for insurances taken by participants.

### **9.4. Cancellation Policy**

Should your company be selected and you need to cancel its participation in the EU Gateway Business Mission, please inform your EU Gateway Coach in writing before **5 August 2013**.

Cancellations should be duly justified and provide a clear explanation why you are not able to take this opportunity offered by the European Union.

Please note that cancellations will be taken into account should you apply for EU Gateway Business Missions in the future.