



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

**INVITATION TO**

# **BIOJAPAN 2018**

**WITH SCANDINAVIAN PAVILION: A SWEDEN-DENMARK  
JOINT EXHIBITION BOOTH  
OCTOBER 9-12 2018**

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## **BIOJAPAN 2018 DELEGATION ANNOUNCEMENT**

The Trade Council in the Royal Danish Embassy in Tokyo together with Copenhagen Capacity is delighted to invite you to join our Scandinavian Life Science delegation to BioJapan 2018 organized in close collaboration with our Swedish partners Business Sweden, Business Region Gothenburg and Invest in Skåne.

The delegation is a unique and efficient opportunity to grow your Japanese network and develop new partnerships in the world's second-largest life science market.

### **Delegation visit purpose**

- Provide Danish companies and academia the opportunity to meet Japanese companies and researchers in pharmaceuticals, regenerative medicine, bioinformatics, medical devices, functional food, diagnostics, and bioenergy and health care industries.
- Generate business opportunities and research collaborations between Scandinavian and Japanese companies and academia.
- Either provide the possibility to, before or after the delegation program; individually conduct relevant activities like partnering, market research, key opinion leader visits, alone or with the support of the Trade Council.
- Create new networks and business opportunities with participation companies, in 2017: 983 companies participated with 1,666 delegates and >9,000 partnering meetings held

For delegates from Danish companies, we will arrange an exclusive networking event Tuesday October the 9<sup>th</sup> in Tokyo with the theme of *"Borderless Innovation – Supporting Drug Development and Biotech between Denmark and Japan"*. Speaking slots for participating companies will be included.

COPENHAGEN  
**CAPACITY**



**MINISTRY OF FOREIGN AFFAIRS  
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# BioJapan 2018



## About BioJapan 2018

BioJapan 2018 is the largest bio-related business-matching event in Asia. It is the best exhibition for companies that are seeking for business partners and the seeds of cutting edge bio-technologies. The event attracts participants from all over the world.

- URL: <https://www.ics-expo.jp/biojapan/en/>
- Date: Oct. 10<sup>th</sup> (Wed) – Oct. 12<sup>th</sup> (Fri), 2018
- Venue: Pacifico Yokohama, ~30min from central Tokyo

### What can you do at BioJapan 2018?

Exhibition: The Scandinavian Pavilion will offer delegates a space to meet and display their companies. Each company can use it as a base and as a space to exhibit marketing material. The booth will also have a welcome desk where messages and meeting requests can be taken.

Online matching system: Each delegate will have access to the BioJapan online matching system, which allows him or her to make appointments with Japanese companies of interest.

Match-making meetings with Japanese companies: Unique opportunities to meet one-on-one with large Japanese pharma and medtech companies, which are normally difficult for foreign companies to access outside of this event.

Participation in the Official Opening and Networking Parties: This is a good opportunity for participants from Denmark to informally meet with VIP visitors and key Japanese pharmaceutical companies.

Translation and Meeting Support: The Danish Embassy will be available to support with translation and facilitating meetings during the BioJapan event.

**Delegation Participant fee:**

DKK 15,000

The delegation participant fee covers:

**BioJapan 2018**

- Participation at the exclusive pre-BioJapan Innovation networking event
- Use of “Scandinavian Pavilion”, a Sweden-Denmark joint exhibition booth
- Access to the BioJapan matching system (one account)
- Access to the exhibition & annex hall and partnering area
- Support from the Danish Embassy during the event
- Participation at the Welcome Reception
- Participation at the Partnering party

Please note that hotel accommodation, flight tickets, and meals unless listed above are not included. We can help book your hotel rooms, but each delegate will have to cover the cost individually.

We hope that this initiative matches your needs and hope that you wish to be a part of this delegation.

**For any questions please contact :**



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