

Friday, 9 April 2010

Bringing European Healthcare & Medical Technologies to the Japanese Market

The European Union Campaign promoting EU-Japan business cooperation "EU Gateway Programme" will be hosting a business mission focusing on European healthcare and medical technologies taking place in Tokyo from 17 to 21 May 2010.

A strategic approach is taken by the European Union to offer European companies a hands-on "in the field" experience of how the Japanese market works so as to create the best possible conditions for their successful entry into the Japanese market.

During their visit, the companies will have the opportunity to exhibit their products and technologies at a two-day exhibition and to visit and network with potential Japanese business partners.

The exhibition offers Japanese visitors the possibility to interact directly with representatives of the European companies concerned and to see their actual product samples. The focus of the exhibits range from General Medical & Healthcare Devices, Diagnostic & Monitoring Equipment, Hospital/Elderly Home Furniture, Clinical Laboratory Equipment, Surgical Appliances, to Medical Information Systems.

For a more detailed explanation of the companies and the products/technologies to be displayed, please visit the website: www.eu-gateway.jp

The programme of the two-day Exhibition is as follows:

Date & Time: 18 May 2010
Open 10:00~18:00 (Registration starts at 9:30)
19 May 2010
Open 10:00~17:00 (Registration starts at 09:30)
Venue: Hilton Hotel Tokyo, Kiku Room 4F
6-2, Nishi-Shinjuku 6-chome, Shinjuku-ku, Tokyo 160-0023
Admission: Free Admission (Prior registration is required)

About the EU Gateway Programme

The "EU Gateway Programme" is a programme funded and managed by the European Union to support EU companies in developing business cooperation with Japanese companies. The Programme's aim is to introduce companies from the EU Member States to Japan and also to provide opportunities for Japanese companies to gain first-hand knowledge of already successful products and technologies of EU companies, exchange information and engage in business discussions. For further details, please consult the website: www.eu-gateway.jp

Press Contact

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