

2018 Medtronic Asia Innovation Conference

The Korea Trade-Investment Promotion Agency (KOTRA) hosts a series of events and conferences every year to help connect Koreans SMEs to global companies in a variety of industries. This year, for the bio-health industry in particular, KOTRA plans to hold the 2018 Medtronic Asia Innovation Conference under the theme of “New Perspectives on the Future of Global Medtech Innovation,” from August 28 to 29 at COEX in Seoul.

Medtronic Korea will join KOTRA in co-hosting the event and invite the heads of Medtronic from the Asia-Pacific and China offices to aid Korean medical devices make inroads into Asian markets and contribute to furthering the development of the industry. Medtronic, the world's number one company for medical devices, solutions and services, was established in 1949, and supplies medical devices such as heart monitors, minimally invasive treatments, Parkinson's Disease treatments and devices for Diabetes to over 150 countries, including Korea.

On the first day of the conference, a seminar entitled “Medtech Insights” will be given to introduce various strategies in entering global markets. On day two, Korean companies selected through a pre-evaluation process will have meetings with each of the departments at Medtronic to present on their technology and products. Through these meetings, Medtronic will evaluate the potential of

market entrance (OEM/ODM), foreign license acquirement, as well as the investment quota of candidate companies. Additionally, three of the most promising Korean companies as well as one or more start-ups will be selected to participate in a special workshop at the Medtronic Asia-Pacific office located in Singapore.

*For Korean companies wishing to participate, please contact suhan@kotra.or.kr for more information.

