

The Healthcare Executive Service

The U.S. Commercial Service, part of the United States Department of Commerce, International Trade Administration is pleased to announce the opportunity for U.S. companies to join the Healthcare Executive Service program to Australia and New Zealand in April 2018. Program participants will benefit from multiple activities designed to maximize the trip to the region.

- Gold Key Matchmaking (includes interaction with New Zealand government procurement officials)
- Country Market Briefings
- Reception at the U.S. Ambassador's residence in Wellington, New Zealand
- International Patient Day reception in Sydney, Australia

Why Australia & New Zealand

- Australia is the eighth largest export market for U.S. manufacturers of medical products. With more than 85 percent of its medical products coming from abroad, the Australian medical industry is dependent on imports.
- Due to the demand for the full range of sophisticated medical equipment and the expectation for state-of-the-art medical treatment, in Australia there is a continuing need for high quality, innovative medical products.
- New Zealand's public healthcare operates to a high standard and comprises about 85% of all healthcare delivered to New Zealanders, for whom it is free.
- The annual budget for medical technology in New Zealand is around \$1 billion, of which 60% originates in the United States.
- The procurement and single-payer agency Pharmac has recently been given the mandate to act as a single payer agency for medical technology for the public health system, and is actively engaging with American suppliers to gain an early advantage over established importers & distributors.

Event dates

April 30 - Auckland, NZ
May 1 - Wellington, NZ
May 2 & 3 - Sydney, AU

Registration Deadline

March 1, 2018

Logistic Info

Some local transportation will be provided. Flight and hotel recommendations will also be provided as part of the program.

Cost

\$2,400 Small Companies
\$5,600 Medium Companies
\$8,000 Large Companies
\$500 Additional Representatives

Small Business is defined as per [SBA Size Standards](#) (based on NAICS code & revenue or number of employees). Medium Businesses are defined as those that do not qualify as small business under SBA, but are less than \$1 billion in revenue. Large Business is defined as having over \$1 billion in revenue.

More Information & to Register

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