

On the way to South Korea

CB HEALTH ACCESS project and Turku Science Park Ltd offer for Health technology and medical Companies a unique opportunity to start or speed their business in **South Korea** - representing emerging and rapidly growing markets.

Our primary partner in the South Korea is Julie Joo-Yeon Yi

Julie's career so far has been mainly international after graduating from the University of Montreal. She has been working in companies producing pharmaceutical or biotechnology products in positions responsible for bringing companies to international markets, organizing successfully international marketing campaigns, establishing international sales network, etc.

During the past 8 years Julie has been working as consultant in international research collaboration at Genetic Medicine Institute in Seoul National University. Julie is the founder and CEO of MedClarix Inc, a South Korean company offering business development services mainly in South Korea. She has been supporting her client companies in preparing documents and handling regulatory affairs in relation to Korean FDA and EMA.

In business development activities Julie has helped client companies to explore the business potential of their health-related products in Korean markets.

In addition to BD services, Julie has good contacts to Asian fund managers, to whom she provides with technology evaluation of investment targets.

For companies

- Kick off and possibility to gain business on new market area outside of the EU
- Assisted and networked entry to South Korean market(s)
- Local and external training in business culture, regulation, reimbursement and other important issues related to entering successfully into South Korea
- External consultation and input with market information, opportunity search and market prep (regulation, reimbursement etc.), market related information based on companies interests
- Local and international coaching
- Participation in Business MISSION to a specifically chosen event in the South Korea

Preliminary time schedule and activities planned:

- ▀ Kick off open seminar for the companies *Feb/ March 2016*
 - ▀ Presentation of project
 - ▀ Introduction to the Republic Korea
 - ▀ Introduction to local regulatory affairs and reimbursement
 - ▀ Estimation and planning of companies needs for consultation
- ▀ Selection of 17 companies from 4 partner countries *April 2016*
- ▀ Information gathering for selected companies from the target markets to prepare for the market entry *May-Aug 2016*
- ▀ Market specific training *Sept 2016*
 - ▀ All local companies together
 - ▀ Training in creating regulatory and/or reimbursement pathways
 - ▀ Planning the hand outs, brochures
- ▀ Market specific coaching *Oct 2016 – Feb 2017*
 - ▀ Coaching for individual companies given by local and native Korean coaches
- ▀ Business MISSION to South Korea *April 2017*
 - ▀ Participation in BioKorea 2017 event
 - ▀ Pre-agreed business meetings
 - ▀ Separate partnering event for customers and partners of companies
- ▀ Coaching *May - Dec 2017*
 - ▀ Following up activities and achieved deals

Pricing

- ▀ Kick-off seminar – free
- ▀ Full programme for one company - 1200€ (EST, LV), 1300€ (FIN, SWE) + 15% of the travelling costs to the target market for the business mission (one person per company), i.e. ab 330€.
- ▀ The costs of additional people from your company need to be covered by yourself 100%.
- ▀ Companies need to have sufficient budget to cover their time needed to prepare for market access and modify their product and marketing, sales materials for the target market.

Payment schedule

- 10% of the programme fee 14 days after registration (120 or 130€)
- Travelling costs 100% (ab 2200€) by Dec 15, 2016 and 85% refunded after the business mission, i.e. ab end of March 2017
- 60% of the programme fee (720 or 780€) by the end of February 2017 (half of the programme done)
- 30% of the programme fee (360 or 390€) by the end of May 2017.

Explore and enter South Korean markets with CB Health Access

- A kick-off seminar will be organized, date will be published shortly.
- Apply for the full programme by March 25