

SEIZING NEW LSH
OPPORTUNITIES
IN SOUTH-EAST
ASIA

ASEAN

NL Health~Holland



TRENDS AND CHALLENGES

The demand for healthcare solutions in South-East Asia is strongly increasing. Significant opportunities arise for Dutch Life Sciences & Health companies to help improve care in Indonesia, Singapore, Thailand, Malaysia and Vietnam. Through a [NEW STRATEGIC PROGRAMME \(SMM\)](#), you can meet Key Opinion Leaders in the so-called ASEAN region, learn about current developments in the area, and promote your solutions there.

Indonesia, Singapore, Thailand, Malaysia and Vietnam are facing multiple challenges that contribute to the rising demand for healthcare solutions. Think of ageing populations, shortages of medical staff, and a rising burden of non-communicable diseases. In addition, there is a growing middle class, medical tourism, and the implementation of Universal Health Coverage policies.

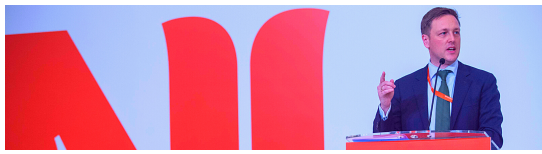
What kind of solutions are required?

Not only is the medical device market growing rapidly: there is also a strong need for integrated eHealth solutions as well as physical health infrastructure. To present the ASEAN region with solutions to their challenges, Task Force Health Care and Netherlands Enterprise Agency (RVO) coordinate this Strategic Multi-Annual Market Approach programme (SMM).



Netherlands Enterprise Agency

Task Force +health Care
Dutch platform for the life sciences & health sector



THIS 2-YEAR PROGRAMME AIMS TO...



Promote and position our Dutch Connected Care solutions strategically.



Facilitate new and existing partnerships.



Create favourable business conditions by reducing trade barriers.



Establish a positive impact on the Sustainable Development Goals.



INCREASE YOUR BUSINESS IN THE REGION BY...

Presenting your solution under the banner of a national public-private programme. Moreover, **getting connected** to relevant counterparts in the public and the private sector. Therefore you will **gain extensive knowledge** of the LSH sector in the ASEAN countries, by **being part of a network** of like-minded entrepreneurs who share experiences. When **providing your input** on which (common) trade barriers should be addressed, you are able to **convert opportunities** into sales during several activities across 2 years.



CREATING OPPORTUNITIES THROUGH SEVERAL ACTIVITIES

Between 2021 & 2023, we will develop marketing tools to promote the Dutch LSH sector in the ASEAN region

- Organize networking / knowledge activities in 3 focus countries: Indonesia, Thailand and Malaysia.
- Publish a market study on how to get your LSH solution funded in Indonesia.
- Organize (virtual) trade missions, roundtables & matchmaking sessions.
- Appoint regional liaison(s) to position the Dutch LSH sector, expand our network of Key Opinion Leaders, and identify opportunities for collaboration.
- Set up knowledge-to-knowledge (K2K) and government-to-government (G2G) activities.



Participation is flexible: you can join the activities that are relevant to you. Fees are attractive. For a physical event, max. 500 euro will be charged. For an online event, this is max. 250 euro. Prices are excl. VAT.

KEEP ME INFORMED

- [Yes, click here](#)

Are you ready to seize these opportunities in South-East Asia? Keep yourself up to date about the upcoming activities of the SMM programme. Including our kick-off session to learn more about the programme and how to participate.

SHARE YOUR NEEDS

Do you have specific needs in the ASEAN region we should know about, or do you have any other questions? Please contact Esther van den Heuvel, Programme manager Asia.

ABOUT TASK FORCE HEALTH CARE

TFHC is the platform for the Dutch Life Sciences & Health sector. Our not-for-profit platform supports Dutch companies, NGOs, knowledge institutions, healthcare providers & governments to realize and strengthen their international ambitions. We actively represent the interests of the Dutch LSH sector to the Dutch government. For ASEAN, this has resulted in being designated as the private partner in the new public-private partnership programme Strategic Multi-Annual Market Approach (SMM) launched by RVO in 2020.



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