



INVITATION

VIRTUAL MEET-THE-BUYER EVENT

FOR NORDIC ELDERLY-CARE COMPANIES

18-20 NOVEMBER 2020, Hong Kong

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You are invited to participate in the Virtual Meet-the-Buyer Event to gain hands-on knowledge on the Hong Kong elderly care market, and explore business opportunities by virtual B2B meetings with potential partners / buyers. In addition, participant can join virtually for the Summit part of the Gerontech and Innovation Expo cum Summit (GIES), get listed as an exhibitor on the GIES website and potentially showcase products at the GIES. A 6-months basic membership at NIH-HK will be also offered to each participating company.

Like other developed economies, Hong Kong is facing a number of growing challenges due to its rapidly aging population, increasing threat of non-communicable diseases, rising public expectation of healthcare services and escalating medical costs. It is expected that the older population in Hong Kong which has world's longest life expectancy, will grow from 1.3M to 2M, a 8% increase between 2019 and 2030. By 2064, the elderly population will reach 2.6M, accounting for 36% of total population (1 out of 3 people will be elder). The demand for elderly-related goods and services will keep increasing.

To tackle the challenges of ageing population, Hong Kong has been increasing its expenditure on elderly care over the past years. The recurrent expenditure on elderly care is estimated to increase by an average growth rate of 12% since 2012-2013, reaching HKD10.2 billion in 2019-2020. In 2018, the Government has set up a HKD1billion "Innovation and Technology Fund for Application in Elderly and Rehabilitation Care" (I&T Fund) to subsidize elderly and rehabilitation service units to procure, rent and trial use technology products, so as to improve the quality of life of service users as well as reduce the burden and pressure of care staff and carers. With no tariff, VAT or sales tax on medical devices, no specific legislative control over importation and sales of medical products and no mandatory registration for medical devices, Hong Kong is the easiest entry point to the Asian market.

In collaboration with Nordic Innovation House (NIH), Business Sweden will arrange a Virtual Meet-the-Buyer Event for Nordic elderly-care related companies that eye expansion in Asia and interested to capture new marketplace opportunities.

Through this event, participants will be able to:

- Join an exclusive webinar to gain hands-on knowledge and insights on Hong Kong elderly care market
- Explore business opportunities by tailor-made B2B meetings with potential distributors/buyers
- Participate virtually to the Summit part of the Gerontech and Innovation Expo cum Summit (GIES)
- Increase exposure of your brands in Asia by getting listed as an exhibitor on the website of the GIES
- Potentially exhibiting under a Nordic umbrella at the GIES which offers the most effective and cost-efficient way for your company to build your brand and attract potential customers in the market (non-guarantee, the organizer has its sole discretion to cancel the exhibition part of the GIES due to the local COVID-19 situation)
- Showcase your products at NIH-HK after exhibiting at the GIES (non-guarantee, depends on product size and upon separate discussion with NIH-HK)
- Entitle to a 6-months basic membership at NIH-HK, including for example access to NIH-HK community and network, access to advisory and support services, invitations to NIH-HK and partner events and seminars, exposure online and offline as a member, etc.

PRELIMINARY PROGRAMME

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INTRODUCTORY WEBINAR, SUMMIT AT THE GIES, AND B2B MEETINGS (GUARANTEE)

4 November, Wednesday (TBC)

09:00-10:00 CET **Exclusive introductory webinar** Introduction of Hong Kong elderly-care market and go over the event program / practicalities

18 November, Wednesday

09:00-18:00 HK **Summit part of the Gerontech and Innovation Expo cum Summit (GIES)**

19 - 20 November, Thursday - Friday

08:00-12:00 CET **Virtual B2B meetings** Tailor-made meetings with potential distributors/buyers in Hong Kong. Aimed at a total of 4-8 meetings in 2 days per participating company, depends on local interest and availability. In case the local stakeholders are not available at these timeslots, other dates/timeslots will be scheduled.

EXHIBITION AT THE GIES (NON-GUARANTEE, DEPENDING ON COVID-19 SITUATION)

18 November, Wednesday

16:00+ HK **Moving in at the GIES** Booth decoration and set up product / solution display

19 - 22 November, Thursday - Sunday

10:00-17:00 HK **Exhibition at the GIES** Exhibit and showcase your products

Moving out from the GIES on the last day Booth dismantle



ABOUT GERONTECH AND INNOVATION EXPO CUM SUMMIT (GIES), 18-22 NOVEMBER 2020, <https://gies.hk/>

- A flagship event jointly hosted by the Hong Kong Government and the Hong Kong Council of Social Service to promote technological application and innovation as a promising solution to enhance the quality of life of the elderly and people with disabilities in both the community and institutional setting
- Over 25,000 attendees for 4 days exhibition
- Attendees including general public (elderly, youth, carers, others), welfare sector practitioners, commercial sector, academics and high-level government officials
- 9,500 sqm. exhibition floor with 140+ local and international exhibitors showcased nearly 530 innovation products
- Media coverage: Over 48+ reports were recorded and over 340,000 impressions at Social Media

GERNOTECH INNOVATIVE PRODUCTS THAT EXHIBIT AT GIES INCLUDING:

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| 1. Anti-wandering device and system | 2. Fall detection and fall prevention device and system |
| 3. Bathing and toileting aids | 4. Transfer and lifting aids |
| 5. Communication aids | 6. Companion / caring robot |
| 7. Health monitoring and maintenance device and system | 8. Feeding aids / oral care/special diet for dysphagia / rehabilitation equipment for speech or dysphagia |
| 9. Mobility aids | 10. Pressure relief and monitoring equipment |
| 11. Rehabilitation equipment for physical / occupational therapy | 12. Rehabilitation equipment for cognitive / psychosocial therapy |
| 13. Drug dispensing/drug compliance monitoring system, devices | 14. Telemedicine system |
| 15. Smart management system | 16. Other related innovative technology products |



REGISTRATION

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I hereby apply on behalf of my company to participate the Virtual Meet-the-Buyer Event.

Participation fee: 30,000 SEK per participant per company excl. VAT.

Participation fee includes: Potential exhibition at the GIES which includes booth space, construction, assembling and disassembling of exhibition material incl. logos and company images

Participation fee does not include: Any other potential costs incurred for exhibiting at the GIES, for examples: product shipment cost, transport and insurance, additional electricity / equipment / installations at the booth, cost of hiring translators / local helpers at the booth etc.

Registration:

- Exhibition at the GIES is non-guaranteed as the organizer of the GIES has its sole discretion to cancel the event due to the local COVID-19 situation.
- For exhibiting at the GIES, Business Sweden can support in hiring local helper as on-site representative, depends on individual company's need and upon individual company's request. Any incurred cost will be back-charged accordingly.
- Participation fee will be invoiced upon registration. The term of payment is 30 days. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date Business Sweden has received and confirmed the company's participation to the delegation. Otherwise, attached "General Conditions for Participation in Joint Export Activities (Exhibitions, Delegation Travels, Etc)" is valid.

Registration to be sent no later than 4 September 2020, to: carrie.chan@business-sweden.se

For registration / more information, please contact Carrie Chan at Business Sweden, +852 2521 1215, carrie.chan@business-sweden.se.

Business Sweden's General Conditions for Participation in Joint Export Activities (Exhibitions, Delegation Travels, Etc) are enclosed.

Company: _____ Corporate ID: _____

Invoicing address: _____

Postal Code: _____ City: _____

Phone/Switchboard: _____

Name: _____ Title: _____

Email/Mobile: _____

Date: _____ Signature: _____

ATTACHMENT: BUSINESS SWEDEN'S GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (EXHIBITIONS, DELEGATION TRAVELS, ETC)

1. General

BUSINESS SWEDEN undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies signs up by giving binding notice of participation and no obstacles specified in section 5 below exist in regard to the performance of the activity.

2. Participation fee

Companies taking part in the activity undertake to cooperate in order to achieve its aim and facilitate its performance and also to pay the fee specified in the invitation. Participation in the activity may not be made available or assigned to a third party without the prior written consent of BUSINESS SWEDEN. Unless otherwise expressly stated, all prices are exclusive of VAT. The participation fee shall be paid in advance. If the price has been specified in SEK and BUSINESS SWEDEN has to pay certain costs in local currency, the price shall at the time of payment be adjusted if the exchange rate has changed by more than 5% between the date of the invitation and the date of invoicing. In the event of fewer companies signing up for the activity than required in the invitation, the participating companies undertake to pay an increase not exceeding 10% of the participation fee.

The term of payment is 30 days from the invoice date. In the event of late payment, penalty interest is payable at the current Swedish reference rate ("referensränta") plus eight (8) percentage points. Any costs for collection or other measures to obtain payment will be charged to the company.

3. BUSINESS SWEDEN's undertakings

BUSINESS SWEDEN's undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that BUSINESS SWEDEN has undertaken to perform by written agreement, over and above what is included in the activity, shall be made as they fall due after invoicing. BUSINESS SWEDEN is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc

Registration is binding. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date BUSINESS SWEDEN has received and confirmed the company's binding reservation.

5. Force majeure etc

BUSINESS SWEDEN may cancel the activity or postpone carrying it out for a reasonable period if any obstacle to or unreasonable increase in the cost of carrying it out arises or if carrying it out would jeopardise the safety of persons or property affected by the activity, due to an event or circumstance outside BUSINESS SWEDEN's reasonable control (force majeure). Such events or circumstances include acts of violence or a risk of acts of violence of all kinds (including war, hostilities, acts of sabotage etc.), natural phenomena (earthquakes, hurricanes, floods etc.), sudden events which cause injury or damage (fires, explosions etc.), labour conflicts (strike, lockout, blockade, working to rule etc.), events and interventions of an official nature (changes in the law, new legislation, a change in the exchange rate), and other unforeseen events or unforeseen consequences of foreseeable events such as lack of transport, a shortage of skilled workers, power cuts etc. BUSINESS SWEDEN shall inform the participating companies in an appropriate manner as soon as possible after force majeure is deemed to exist.

In addition to what is stated in the first paragraph of this section, the effect of invoking force majeure is that BUSINESS SWEDEN will be absolved from economic consequences, including damages for delay in carrying out the activity or for the activity not being carried out at all or not being carried out as agreed.

6. Sustainability

BUSINESS SWEDEN actively supports sustainable business development and considers it important from a sustainability as well as business perspective to respect human rights, to offer fair terms for labor, to protect the environment and to work against corruption. The companies taking part in the activity undertake to always follow Swedish laws, the laws of the country of visit and shall as a minimum



requirement, also in markets where national legislation does not reach international standards, strive to adhere to the guidelines of UN Global Compact, the OECD guidelines for multinational companies, the ILO core conventions and the UN Guiding Principles on Business and Human rights, in line with Agenda 2030. Companies may, at their own discretion, follow stricter or more comprehensive guidelines than the ones stipulated here. BUSINESS SWEDEN will, when applicable, provide information on sustainable business as part of the activity, in order to support the companies to comply with their obligations under this provision.

7. Limitation of liability

BUSINESS SWEDEN shall under no circumstances be liable for loss of profits, production, or other indirect damages of any kind, or for damages based on loss, consequential damages or consequential losses. We shall have no liability towards third parties based on our performance under these General Conditions.

8. Disputes etc

These general conditions shall be governed by and are construed in accordance with Swedish law. Any dispute in connection with these general conditions shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce.

9. Data Privacy

BUSINESS SWEDEN is careful in protecting customer privacy and undertakes to process personal data in accordance with its Data Privacy Policy, <https://www.business-sweden.se/System/webbplatsen/data-privacy-policy/>. The personal information we receive in connection with your registration to participate in the export activity will be used to administer your participation. This also implies that we may share your contact details, for registration purposes and other similar purposes, in order to facilitate your participation in the export activity. We may share your information with partners essential for the export activity. We may also use your contact information to follow up on the export activity and to share information about similar arrangements that you may be interested in.