

Alberta's Life Science & Health Mission to Brazil

May 20-24, 2019
Sao Paulo, Brazil

The Government of Alberta and The Embassy of Canada to Brazil invite you to participate in Alberta's first trade mission to Sao Paulo for the life sciences sector.

Hospitalar is celebrating their 25th year in business, where they will be welcoming more than 85,000 professionals from more than 50 countries to do business in Brazil and across Latin America. With Hospitalar as an anchor event, and Air Canada Cargo and Dentons as partners, this mission will consist of various value added components, specifically including briefing seminars, Canadian Technology Showcases, B2B programs, networking events and site tours - all to help you get a foot in the door in Brazil.

There are only six spots available, on a first-come, first served basis.

Draft schedule at a glance:

Monday, May 20

- Briefing session at the Embassy of Canada in Brazil
- Canadian Technology Showcase

Tuesday, May 21

- Day 1 of Hospitalar
- B2B Program
- Alberta company to be showcased as a speaker

Wednesday, May 22

- Day 2 of Hospitalar
- B2B Program Meetings

Thursday, May 23

- Tour of Sao Paulo Incubators
- Alberta/Canada – Brazil Networking Reception

Friday, May 24

- Tour of Sao Paulo Hospitals

Cost: C\$1,000

What's included?

- Networking event
- B2B meetings (meetings set up to find you connections)
- Tour of tech incubators and hospitals
- Industry and market briefings at the Embassy
- Government of Alberta created marketing materials

Participants will be responsible for the following costs:

- Travel costs
- Accommodations
- Meals
- Registration at Hospitalar

Eligible Alberta SMEs can to apply for support to offset mission costs from the Alberta Export Expansion Package (AEEP) - Export Support Fund. Applications for the Export Support Fund should be submitted at least 30 business days (roughly 6 weeks) before the first activity. To learn more and to apply, visit: <http://www.alberta.ca/export-support-fund.aspx>.

Why Brazil?

- **Funding support:** Funding to foster innovation and technology commercialization is available for qualified Canadian and São Paulo participants. Canadian companies are eligible for up to \$600,000 and São Paulo-based firms for up to R\$1 million per project. Applicants are expected to develop ready to market solutions for products, technology based services or methods which have strong market potential. In Canada, this bilateral program is managed by Global Affairs Canada in partnership with the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP). It is managed in Brazil by the São Paulo Research Foundation (FAPESP).
- **Brazil's life sciences industry is growing:** Brazil is poised to emerge as a leader in the life sciences industry. Driven by the nation's highly skilled scientific base, growing middle class and a growing and aging population, Brazil is already dominating the sector across Latin America and due to greater market privation, Brazil is steps away from global dominance. Brazil's life sciences market represents 40 per cent of the demand in Latin America and aggregate sales in the industry within Brazil have grown at a rate of 7.7 per cent (between 2008-2013).
- **Government support and academia:** The government has allocated billions of dollars to support science and Technology research and education. Since 2000, the federal government has committed R\$8.5 billion to these programs, with the state of Sao Paulo committing an additional \$2.2 billion. Over 40 per cent of all scientific publications in Latin America are Brazilian.
- **Gateway to South America:** The Brazilian federal government has created multiple trade agreements with South American neighbors, giving you access to the rest of the region.

If you have any questions, please contact:

Lindsay Matheson

Trade and Investment Officer, Advanced Industries, Americas Branch

Alberta Economic Development and Trade

780-427-6256

lindsay.matheson@gov.ab.ca

Registration Form

COMPANY AND PARTICIPANT PROFILE

Information collected in this registration form is collected by Economic Development and Trade under the authority of s.33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) for the purposes of promotion and public dissemination. Information provided in this registration form will be disclosed to the general public. All information will be managed in accordance with the Freedom of Information and Protection of Privacy Act (Alberta). Questions related to the collection, use or disclosure of this information should be directed to Lindsay Matheson, Ministry of Economic Development and Trade, lindsay.matheson@gov.ab.ca

Yes, please include my company information in the Alberta Company Directory.

No, please do not include my company information in the Alberta Company Directory.

COMPANY AND PARTICIPANT PROFILE

Company Name

Address

City

Province

Country

Postal Code

Email

Website

Company Profile (150 words)

(Please include your competitive advantage as well as a description of the products and services you offer.)

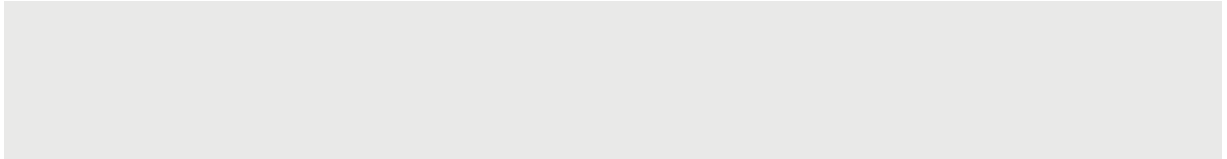
Business Objectives (50 words)

(Please include a call to action and the type of organizations/companies/contacts you wish to connect with.)

COMPANY LOGO AND PHOTOS

- Please attach a 300 dpi colour company logo in jpg or eps vector format.**
- Please attach one 300 dpi photo of your company's product/service to support industry promotional material.

Photo Credit Line *(Please include a description of the image.)*
Inclusion of the credit line in industry promotional material is not guaranteed.



(Please note: you will be able to attach your company logo and photo after you click the "Submit" button below.)

COMPANY REPRESENTATIVE

Name

Signature

Title

Date

SUBMIT

If you are unable to submit your form by clicking the "Submit" button, please save a copy and email it directly to Lindsay Matheson along with your company logo and photo.

For more detailed information and registration, please contact:

Lindsay Matheson

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