

**The Medtech Canada (formerly MEDEC)
Mission to The MedTech Conference in
Boston, Massachusetts USA
September 22nd to 25th 2019**



The Opportunity:

Medtech Canada received funding from Global Affairs Canada (via the Global Opportunities for Associations [GOA] Initiative) to provide an opportunity for Canadian MedTech companies to attend The MedTech Conference (organized by Advamed) in Boston, MA.

Medtech Canada has funding to support **ten (10)** Canadian MedTech companies to attend the conference. The financial support is **up-to 75% of eligible expenses**.

The MedTech Conference is an opportunity to connect with thousands of medical technology and related professionals in one place, at one time.

Which companies should apply for financial support?

- 1) Canadian companies from the medical device or medtech industries.
- 2) Companies that are currently exporting or are export ready. Factors that will be considered:
 - Is your product licensed or approved by the FDA for the US market?
 - Have you researched the US market?
 - Will your product be competitive? Is your product unique or disruptive?
- 3) Companies that are not receiving support from other funding sources (E.g., other government funding, basically, no double-dipping).

<u>What are Eligible Expenses?</u>	<u>What Expenses are not Eligible?</u>
<p>75% of expenses (CAD) for one representative per company.</p> <ul style="list-style-type: none"> • Economy airfare - max \$500 (75% = \$375) • Per diem (accommodation & meals) – max \$400 per day 4 days or \$1600 (75% = \$1200) • Registration – max \$2000 (75% = \$1650)* • Taxi-bus-car-train – max \$250 (75% = \$187.50) <p>Total Max - \$4350 (Medtech Canada can provide up to 75% of these expenses - \$3412.50 in support).</p> <p>* Note: Medtech Canada has negotiated a Canadian company registration rate of \$1075 US or about \$1450 CA.</p>	<ul style="list-style-type: none"> • Costs of hospitality or entertainment • Telephone and data roaming charges • Expenses without official receipts. <p>Note: Medtech Canada will be submitting an expense claim to GOA before October 22nd 2019. Companies will need to submit their expenses into Medtech Canada by October 18th 2019 to receive reimbursement.</p>

How to apply?

Complete the application form.

Send to: Katharine Ashford-Smith at Medtech Canada:

KAshford-Smith@medtechcanada.org

Deadline for application: June 21, 2019 at 12:00 PM ET (12 noon).

Decision process:

Funding decisions based on the Which companies should apply for financial support?

Decisions will be communicated to all companies by June 29, 2019.

Background:

The MedTech Conference (organized by AdvaMed) is the largest medical device event in North America. In September 2019, the conference will be held in Boston, MA.

In 2018, Canada had the largest International Delegation with approximately 140 Canadian participants. The Quebec Government, Ontario Government and Medtech Canada brought company delegations to the conference. The Quebec Ministry of Economics, Science and Innovation was a conference sponsor.

The 2020 MedTech Conference will be held in Toronto, Canada.

Why the US market is important for Canadian medtech:

The United States remains the largest medical device market in the world, with a market size of around \$156 billion, with no signs of slowing. The market represented about 40 percent of the global medical device market in 2017 and is projected to grow significantly through 2019, when it should increase to US\$173 billion. Canadian companies focus on this market.

In 2018 in Philadelphia, PA, The MedTech Conference hosted:

- Medtech companies (>1000)
- Medtech leaders (>3000)
- International medtech (35 countries), and
- Medtech stakeholders (policy makers, regulators).

The MedTech Conference is not a “trade show” event like *Medica* or *Arab Health*; however, companies can showcase their technologies in the exhibit hall.

Canada has had the largest international delegation since its inception in 2007. There are three days of abundant educational, networking, B2B meetings, showcasing and business development opportunities.

This is a great opportunity to scout-out the Conference, make contacts, understand the format and prepare for the 2020 Toronto MedTech Conference.

Conference content includes:

- U.S. Market Access Seminar
- Regulatory
- Payment / Reimbursement
- Legal/Compliance
- CEO/Board & Industry Thought Leaders
- Advocacy & Policy, and
- Critical & Timely Issues.

Note: the U.S. Market Access Seminar will be held Sunday, September 22 12:30 PM to 5:00 PM at the Westin Hotel. It will be followed by an International Reception (location TBD),

The Benefits:

- Build international connections, foster business relationships and identify partnering opportunities
- Enhance your international profile
- Attract foreign investment
- Secure local distributors

If you'd like to join us in Boston, MA and receive financial support, please complete the Medtech Canada MedTech Conference Funding Support Application (attached in this email).

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