

Global Health Care Week 2024

GHCW 2024

May 16~18, 2024

Korea's Premier Healthcare Industry Exhibition

Join Us at GHCW 2024!

■ Why exhibit at Global Healthcare Week?

- A Comprehensive Industry Showcase: Explore the breadth of the industry from smart healthcare and welfare rehabilitation to anti-aging and beauty innovations.
- Fostering Future Growth: A pivotal event to advance "bio & health," identified as a strategic industry for the future of Busan Metropolitan City.

■ Business Programs to Facilitate Market Expansion

- Benefit from healthcare distribution consultations and product briefings for participating companies, aimed at enhancing visibility and opportunities within Korea
- International markets through KOTRA export consultation sessions.

■ Marketing Opportunities with professional visitors

- Targeted Industry: Connect with key stakeholders through a curated invitation of expert groups including local governments, public institutions, hospitals, welfare facilities, organizations, and educational institutions.
- Enhanced Visibility Through Side Events: Participate in product briefings, and industry seminars designed to showcase your innovations.

■ A Platform for Public Engagement

- Public Participation: Welcoming citizens of South-eastern are in Korea, GHCW 2024 is not just a trade show but a community event.
- Diverse Activities: A variety of side events, including special lectures by renowned speakers, a health experience center, makeup shows, a beauty competition, and a job search day.



1. Exhibition Overview

- Title: Global Healthcare Week 2024
- Duration: May 16 ~ May 18, 2024
- Location: Hall 2(8,836m²), BEXCO, Busan, Korea
- Host: Busan City Government
- Organizer: BEXCO, Busan Techno Park, Busan Daily News, KOTRA
- Sponsor: Korea Smart Healthcare Association, Korea Senior-Friendly Products Industry Association, Busan Cosmetics Industry Association
- Exhibit Items

Category	Exhibits
Healthcare	Advanced medical devices, smart devices, healthcare convergence services, stress management
Welfare Rehabilitation	Mobility support devices, physical function assistance devices, at-home diagnosis/treatment devices, Senior-friendly products, rehabilitation, retirement planning
Anti-Aging	Anti-aging technology, products, and related services
Beauty Industry	Skin care, beauty products, therapy, diet

- Size: 150 companies, 400 booths
- Visitors: 10,000
- Major Events:
 - B2B Program: Int'l 1 on 1 consultation, Healthcare distribution consultation
 - Conference: Policy forum & Briefing Session, Industry seminar
 - Public Events: Medical experts' lectures, Health experience center
Makeup show, Beauty competition, job search day
- Website: <https://www.ghcw.co.kr>

<< SNS >>

Webpage

www.ghcw.co.kr



Blog

blog.naver.com/ghcweek



Instagram

www.instagram.com/healthcare_busan



<< Table of events >>

Category	Event	Key Points
Exhibition	Smart healthcare, welfare rehabilitation, anti-aging, beauty	
B2B Consultation	Int'l 1 on 1 Consultation	by Korea Trade Agency
	Healthcare Distribution Consultation	Inviting domestic distributors
Seminar	Policy promotion, technology seminar, forum (Discussions led by major organizations including Busan City Government, Korea Medical Devices Association and others)	
Side Events	Special Lecture	by Hospitals and healthcare experts.
	Health Experience Zone	by Physical fitness certification center.
	Makeup Show	Make-up artists' onsite demonstration.
	Beauty Contest	by the Korean Makeup and Beauty Society
	Recruit Fair	On-site recruiting (20 companies) (by Busan Economic Promotion Agency)
Giveaway Event	Stamp Tour	Visit designated booths.

<< Event Schedule >>

Category	Event	May 16(Thurs)	May 17(Fri)	May 18(Sat)
Exhibition		10:00 ~ 17:00		
B2B Consultation	Int'l 1 on 1 Consultation	○	○	
	Healthcare Distribution Consultation	○	○	○
Seminars		○	○	○
Side Events	Special Lecture	○	○	
	Health Experience Zone	○	○	○
	Makeup Show	○	○	○
	Beauty Contest			○
	Recruit Fair	○	○	○
Giveaway Event	Stamp Tour	○	○	○
	for Exhibitors			○

2. Industry Overview

Category	Key Points
Korea	<p>Significant growth as a new national growth industry</p> <ul style="list-style-type: none"> Recorded high growth at an average annual rate of 9% The government announced key promotion tasks for the BIG3 industry (biohealth)
Korea (Busan)	<p>'Bio and Health' as the most future strategic industries</p> <ul style="list-style-type: none"> Establishment of a cutting-edge medical industry foundation (smart healthcare cluster, medical ICT) Establishing R&D base for development of original technology Research facilities include the National Institute of Mathematical Sciences, Korea Institute of Ocean Science and Technology, and university-specific research institutes University hospitals: Pusan National University, Dong-A University, Kosin University, Inje University
International	<p>The industry is expected to grow to \$508.8 billion by 2027</p> <ul style="list-style-type: none"> Key growth areas include mobile health, digital health and medical systems, health care analysis Notable initiatives <ul style="list-style-type: none"> USA's Digital Health Innovation Plan and the All of Us project Europe's Health Action Plan, Horizon 2020, and 100K Genome Project China's development and standardization of health and medical big data

* Reference: KDI(Korea), Global Industry Analysts

3. Major Events

Export Consultation (On-site and Remote)

« Program to Support Exhibitors in Developing Int'l Markets »

- Organizer: KOTRA
- Event Details

Category	Date	Location	Buyers	Note
On-Site	May 16~17	Exhibition Hall	Buyers from ASEAN, China, Japan	
Remote	before & after GHCW 2024		Buyers from Middle East and Asian countries	



Healthcare Distribution Consultation (On-site)

« Opportunity to Pioneer Korean Distribution Market »

- Organizer: Korea Medical Device Distribution Association
- Event Details

Category	Date	Location	Buyers	Note
On-Site	May 16~17	Exhibition Hall	Korean distributors	



Public Events

Program	Key Points	
Special Lectures	<ul style="list-style-type: none"> - Host: Busan Daily News - Content: Special lectures by experts from medical institutions 	
Health Experience Zone	<ul style="list-style-type: none"> - Host: Busan Physical Fitness Certification Center - Content: Health measurement and consultation for visitors 	
Makeup Show	<ul style="list-style-type: none"> - Host: Busan Techno Park - Content: Make-up demonstrations 	
Beauty Contest	<ul style="list-style-type: none"> - Host: Korea Makeup and Beauty Association - Field: Makeup, hair, nail art, skin 	
JOB Recruiting	<ul style="list-style-type: none"> - Host: Busan Economic Promotion Agency 	

« Special Lectures in Year 2023 »

Date	Course Name	Host
8.17 (Thur)	Health care for the age of 100	On General Hospital
8.17 (Thur)	How to cure diabetes, the enemy of my body	Busan Paik Hospital
8.18 (Fri)	What if your jaw always hurts?	Woori Dental Clinic
8.18 (Fri)	Which implant is right for me?	Changsoo Choi Dental Clinic
8.18 (Fri)	Everything about lung cancer screening	Gwanghye Hospital
8.18 (Fri)	My family can get dementia too	Bongsaeng Memorial Hospital
8.18 (Fri)	Menopausal insomnia, treated with herbal medicine	Taeheung Danbang Hospital
8.19 (Sat)	Gurgling ~ For cool urine feet	Busan Medical Center
8.19 (Sat)	Hyperbaric oxygen, how far can it be cured?	Bareungil Hospital
8.19 (Sat)	To protect the health of the large intestine, the key to immunity	Vitamin House
8.19 (Sat)	3 major retinal diseases that cause blindness	Ophthalmology
8.19 (Sat)	Osteoporosis, treated without medication	Donggeui Medical Center

 **Industry Seminars**

Category	Date	Location	Hosts	Note
Seminars	May 16~17	Exhibition Hall	Busan City Governments, governmental sectors	




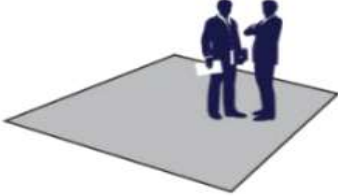
« Seminars in Year 2023 »

Date	Title	Hosts
8.17 (Thurs)	ICC Council MOU Signing Ceremony and Technical Advisory Group Inauguration Ceremony	Busan Techno Park
8.17 (Thurs)	National Rehabilitation Center Rehabilitation Research Seminar	National Rehabilitation Center
8.17 (Thurs)	Briefing Session on the Expansion of Smart Hospitals in the Busan Area	Korea Health Industry Development Institute
8.17 (Thurs)	Busan Beauty Cosmetics Industry Development Strategy Forum	Busan Techno Park
8.18 (Fri)	Briefing Session on the Expansion of Smart Hospitals in the Busan Area	Korea Health Industry Development Institute
8.18 (Fri)	Evaluation of Local University Convergence Technology Commercialization and Joint IR with Local Universities	Pusan National University
8.18 (Fri)	Group Standard Certification Quality Control Manager Training	Korea Senior-Friendly Products Industry Association
8.18 (Fri)	German REHACARE Overseas Market Development Support Project Briefing Session	Busan Techno Park
8.18 (Fri)	Development of Cognitive-Body Complex Intervention Increase/Decrease Device	Sunmoon University

4. Participation

Booth Costs

(VAT Included)

Category	Image	Amount	Note
Package		USD 1,500	<ul style="list-style-type: none"> ○ Booth size: 3×3×2.5m ○ including <ul style="list-style-type: none"> - Company name sign - booth number - 1 Kw Electricity and 1 outlet - 3 spot lights - 1 Information desk & 1 chair - Floor carpet
Space Only	 3*3M	USD 1,000	<ul style="list-style-type: none"> ○ Booth size: 3×3×2.5m ○ Participating companies conduct construction directly

* Notes: The specifications and designs are subject to change due to the organizer's circumstance

How to Apply for participation

- Download the Participation Application Form: Available at
→ https://www.ghcw.co.kr/renew/eng/sub/menu02_2.asp
- Complete the Form: Fill out the required details
- Submit Your Application: Email or fax the completed form using the contact details below.
- Contact Information for Submission:
 - Email: ghcw@bexco.co.kr - Phone: +82-51-740-8200

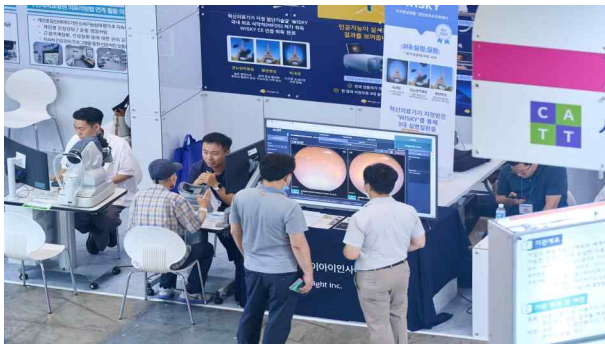
5. Photos in Year 2023



Overview



Visitors



Booths



1 On 1 Business Consultaton (Remote)



1 on 1 Domestic Consultation



Industrial Semiar



Industrial Semiar



Job Recruiting