

Subject	Content including	Location
Global Life Sciences Trends & Opportunities in Singapore	<ul style="list-style-type: none"> An introduction to the overall landscape & opportunities in Singapore. Why Singapore, what they are looking to attract What's the opportunity of being in Singapore ASEAN/APAC shifts (v high level) Life sciences opportunities, 	London - Launch
Export Readiness & Market Fit	<ul style="list-style-type: none"> Leadership commitment and execution capacity Cash runway vs time-to-revenue in Asia Go / No-Go discipline Product-market fit beyond the UK/NHS context 	London - Launch
Singapore & ASEAN Routes to Market & Commercial Entry Models	<ul style="list-style-type: none"> Singapore healthcare system & procurement logic Public vs private buyers Role of distributors, systems integrators and government agencies Market entry pitfalls and barriers Why Singapore is a platform, not just a market 	London - Launch
Regulatory Pathways & Timelines	<ul style="list-style-type: none"> Singapore regulatory approval pathways Differences across medtech / biotech / digital health ASEAN regulatory sequencing 	London - Launch
Resilience & Mindset	<ul style="list-style-type: none"> Managing pressure and setbacks Leading through change Dealing with uncertainty 	London - Launch
Dinner session: Using the Chambers and Chamber Network to support your whole business	<ul style="list-style-type: none"> What your local chamber can offer and how it helps your whole business *International trade support including customs / docs, support etc How the international network can help your business 	London - Launch
IP, Data & Commercial Protection and in-market data management'	<ul style="list-style-type: none"> IP strategy in Asia Data governance & cross-border risk Internal processes for success In country data management (Hospital and pat data) 	Online
Contract & Due Diligence	<ul style="list-style-type: none"> Sales contracts red flags Dispute resolution Incoterms at high level - what you are agreeing to if you are selling a physical product (CC) 	Online
Cultural Intelligence & Business Etiquette	<ul style="list-style-type: none"> Doing business locally, Respecting culture and practices Post meeting and ongoing relationship management 	Online

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Market Research & Competitor analysis	<ul style="list-style-type: none"> • Masterclass on market research, desk based and in market, • identifying correct customers in markets when pushing out to wider asian markets. • AI tools to help? • Target customer and opportunity validation, •Positioning and differentiation from competitors 	Online
Pitching & Q&A	<ul style="list-style-type: none"> • The fundamentals of excellent sales - sales for non sales people? • Things to think about when pitching to public vs private sector in market • Handling objections and scrutiny (culture specific) 	Online
Collateral & Pitch Development	<ul style="list-style-type: none"> • Sharpening value proposition - Who are you selling to? • Pricing realities • In market requirements for promotional materials • Taking goods to trade shows overseas - ATA Carnets 	Online
Finance module: Accounting & Financials, Raising capital	<ul style="list-style-type: none"> • Commercial and cash flow readiness, • Correct Tax treatments of mission costs, • International VAT, • Payment terms, • Funding export growth, • How funding works in Singapore (reimbursement) 	Online
Export Finance, FX & Risk	<ul style="list-style-type: none"> • Export finance options • FX & payment risk • Structuring safe deals 	Online
Supply Chain, Delivery & Operational Readiness	<ul style="list-style-type: none"> • Manufacturing & logistics readiness • Product classification (not regulatory classification!) • Servicing models - Including special procedures, repair etc. • Scaling risk 	Online
Customs compliance and moving goods successfully	<ul style="list-style-type: none"> • Linked to supply chain session: • Customs fundamentals for goods movement • Export controls and licenses • Customs compliance and appointing a broker • The impact of being importer of record in country • Paperless and Digital trade 	Online
Peer Best Practice	Shared learning and insight	Online
Trade Delegation	<p>In-market engagement, meetings, networking visits and training modules including:</p> <ul style="list-style-type: none"> • How to use Singapore as a base to expand into other markets. • Corporate administration advice" 	In market
Wrap up session	<p>Content including:</p> <ul style="list-style-type: none"> • Managing setbacks - What if it hasn't gone to plan • What has gone well • Reflection and next steps 	London - programme graduation

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