

GERMAN-KOREAN
BUSINESS FORUM
독한 비즈니스 포럼

DIGITAL HEALTHCARE

INNOVATION. TECHNOLOGY. HEALTHCARE.

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SEOUL, SOUTH KOREA

WWW.GERMAN-KOREAN.BUSINESS

Seoul
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DIGITAL HEALTHCARE

Like never before, the recent months have shown the relevance of advanced and safe healthcare measures. Each country's healthcare system has been tested and pushed to its limits - in some cases even beyond that. In the process, several issues have become very clear: Innovation must never stop at healthcare, research must be driven forward, even established standards need to be constantly challenged and rethought.

Progress requires the efforts of all involved parties: scientists fostering new and creative ideas, politicians concluding progressive decisions, health care systems acting flexibly and, above all, a visionary, committed business community.

With this year's Business Forum, we are launching a platform that provides the foundation for a result-oriented business exchange between entrepreneurs from Germany and Korea, with a special focus on small and medium-sized enterprises. Through the theme of digital healthcare, we want to contribute to healthcare technology progress in Korea this year and in Germany next year. Therefore, we bring investors, incubators, healthcare companies as well representatives from academia and research together with startups and SMEs from both countries to build a bridge from technology to health. Jointly we identify important roadmaps for the future and lay the ground for innovation and collaboration in the digital healthcare industry between Germany and South Korea. During the Business Forum, participants will work together in order to

develop innovative solutions for previously unsolved problems in the healthcare sector. The collaboration is all about "Partnering".



Both Germany and Korea stand for excellent research and technological advancement as well as strong healthcare systems. For this reason, creating synergies in research and business to improve the healthcare systems of each country is crucial and beneficial. Let's set the right course for the future.

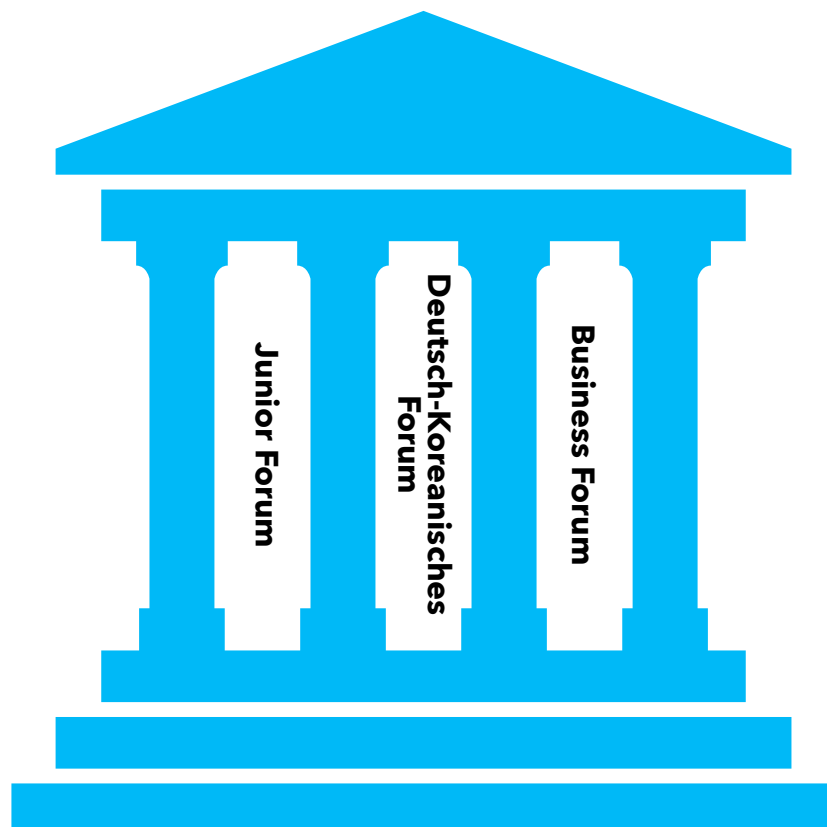
Yours Sincerely,

Hartmut Koschyk
Former Parliamentary State Secretary
Co-Chairman of the German-Korean Forum

A FORUM FOR BUSINESS

POLITICS, CIVIL SOCIETY & BUSINESS

Under the umbrella of the German-Korean Forum e.V. (non-profit association under German law), the Business Forum constitutes the third pillar for the German-Korean Forum's vivid exchange between Germany and Korea. In addition to the established formats for politics, civil society and young people, the Business Forum is catered specifically towards companies from both countries, especially SMEs and innovative startups. The Business Forum is thus the starting point for a lasting and sustainable exchange between the business community in Germany and Korea.



The event takes place annually, alternating between Germany and Korea. It is the planned to address specific topics of high relevance. For 2021 and 2022, the Forum will focus on digital health.



The goal of the Business Forum is not limited the exchange of information between the participants, but also governs the formation of targeted partnerships in research & development, transfer of technologies to other application areas and the formation of sales cooperations. This creates the opportunity for SME to grow faster together with strong partners and to enter the respective foreign market earlier. Hence, the event promotes and accelerates innovations and strengthens the environment for rapid growth of the ecosystem.

Another component is the direct exchange between business and politics, which takes place in conjunction with the German-Korean Forum.

Alongside the annual events the Business Forum will continue to report on topics relevant to business relevant matters, such as the impact resulting from the adequacy decision for South Korea under the European General Data Protection Regulation (GDPR).

Strategic partnerships on specific innovation projects are intended to consolidate the importance of Germany and South Korea as gateways to EMEA and APAC.

THE MARKETS

THE KOREAN MEDICAL TECHNOLOGY MARKET IN NUMBERS

8 % OF THE GDP

According to the OECD, health spending in South Korea per capita had a share 8% in 2019, falling behind the OECD average of 8.8%. However, South Korea is increasingly approaching the average - in 2015, the the GDP share on health spending was 6.7% whereas all OECD membersAccording to OECD information, health spending in South Korea as a share of total GDP was 8% in 2019, below the OECD average of 8.8%. However, South Korea is increasingly approaching the average - in 2015, the share was 6.7% compared to the OECD average of 8.7%.

6,8 %

Investment in the digital health market is increasing by 6.8% annually in South Korea. The OECD average is 2.1%.

4,4 BILLION EUR

The digital health market is expected to double to €4.4 billion by 2020.

APPROX. 5,7 BILLION EUR

Equals the market size of medical technology in South Korea. This corresponds to a global market share of 1.7 %, placing Korea 9th in the world.

5,838

Companies were active in the medical technology sector in South Korea in 2018.

11 %

In 2018, imports of medical technology increased by 11% compared to the previous year. At the same time, exports also increased by 11.8%. The average annual export and import growth rates between 2014 and 2018 were 9% and 10%, respectively.

Source: Eine Analyse von der KGCCI DEinternational Ltd. (AHK Korea) im Rahmen der digitalen Unternehmensreise nach Südkorea 2020 von der Wirtschaftsförderung Brandenburg



THE GERMAN MEDICAL TECHNOLOGY MARKET IN NUMBERS

33,4 BILLION EUR

The total sales of the medical technology sector amounted to €33.4 billion in 2019. The export ratio was around 65%.

Source: BVMed Branchenbericht Medizintechnologie 2020

20.4 MILLION USERS

In Germany, the number of digital health and fitness app users reached a new high of 20.4 million in 2020. This compares to 17.6 million in the previous year.

Source: <https://www.strategyand.pwc.com/de/de/presse/2020/aufschwung-digitale-medizin.html#:~:text=Die%20Zahl%20der%20Digital%2DHealth,die%20Apps%20immer%20h%C3%A4ufiger%20nutzen.>

APPROX. 24.5 BILLION EUR

Equals the market size of medical technology in Germany. This corresponds to a global market share of 7.4%, placing Germany second in the world.

Source: Eine Analyse von der KGCCI DEinternational Ltd. (AHK Korea) im Rahmen der digitalen Unternehmensreise nach Südkorea 2020 von der Wirtschaftsförderung Brandenburg

93 %

The medical technology sector is dominated by medium-sized companies. 93 % of companies in the sector employ fewer than 250 people. 13.000 microenterprises total a number of 60.000 employees. Only 90 companies in the sector in Germany have more than 250 employees.

Source: BVMed Branchenbericht Medizintechnologie 2020

THE EVENT

Day 1
Culture

Day 2
Co-Creation

Day 3
Congress

CULTURE ESTABLISH NEW CONTACTS TOGETHER

Mutual cultural understanding is the cornerstone of any international cooperation. Therefore, the participants of the Business Forum will get to know each other's culture better during a short cultural introduction.



The participants from both countries will then have the opportunity to introduce themselves to each other and to exchange personal experiences. Mutual cultural understanding and trust are the basis for economic exchange. Therefore, the joint social part represents an essential element of the event.

CO-CREATHON CO-CREATION MEETS HACKATHON

Technology meets medicine – SME and Entrepreneurs work together with companies from the healthcare sector, incubators and scientists in order to discover creative solutions for existing problems of digital healthcare in Germany and Korea. The

fundamentals for innovations are existing technologies, which are to be jointly rethought and transferred to other application areas.

Within different work streams the Business Forum will follow the design thinking method in three steps:

1. VISION & PURPOSE

In the first step, participants create a common understanding, set a joint vision and pre-frame the purpose.

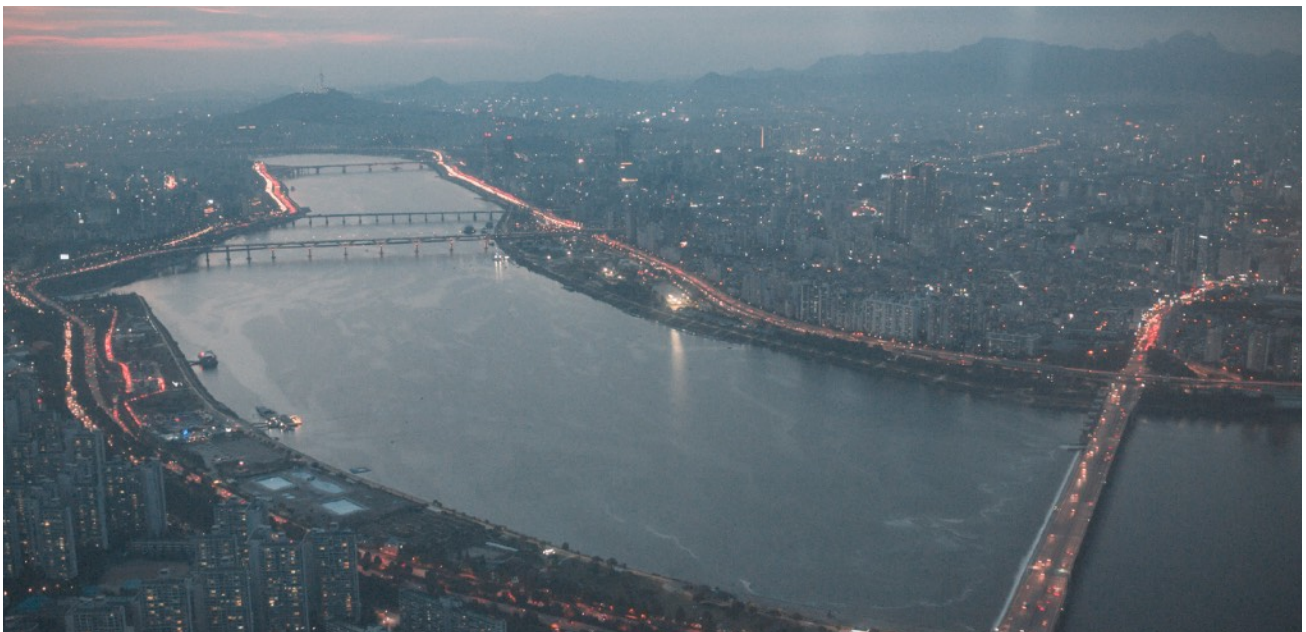
2. DEFINE & FRAME

In the second step, the participants reflect on their joint vision, intensify the framed purpose and initiate the ideation & prototyping process.

3. CO-CREATE

In the third step, concrete solutions are developed based on the previous steps. The participants build the foundation for further cooperation. It is the objective to find innovative solutions and actually introduce them to the South Korean and / or German market.

The Workstreams are mentored by experts in design thinking to ensure creativity and structure at the same time.



In addition, experts in regulatory issues, data protection, reimbursement, intellectual property, etc. are on hand to provide rapid first aid as needed.

WORKSTREAMS

Within the framework of the Co-Creation, solutions are developed for specific focal points of digital health. For this purpose, partnerships are formed in the course of different Workstreams which are composed from companies or investors / incubators that are particularly interested in solving the focus topic and already have proven experience in the field, as well as startups or companies that have a technology that is suitable for solving the Workstream issue.

WORKSTREAM OVERVIEW

Healthcare Avatar / Virtual Human

Communication between physicians healthcare companies and patients of tomorrow.

Therapy support, diagnosis and mental health are just a few of many use cases for healthcare avatars. Avatars can not only improve the way healthcare is experienced, they can also save resources while improving the outcome for patients and their families.

Additional workstreams will follow soon...

Additional workstreams are currently being planned. Apply via our website if you are interested in participating in one of the workstreams or contact us if you are looking for solutions for a specific topic that you would like to work on in a dedicated workstream together with innovative partners.

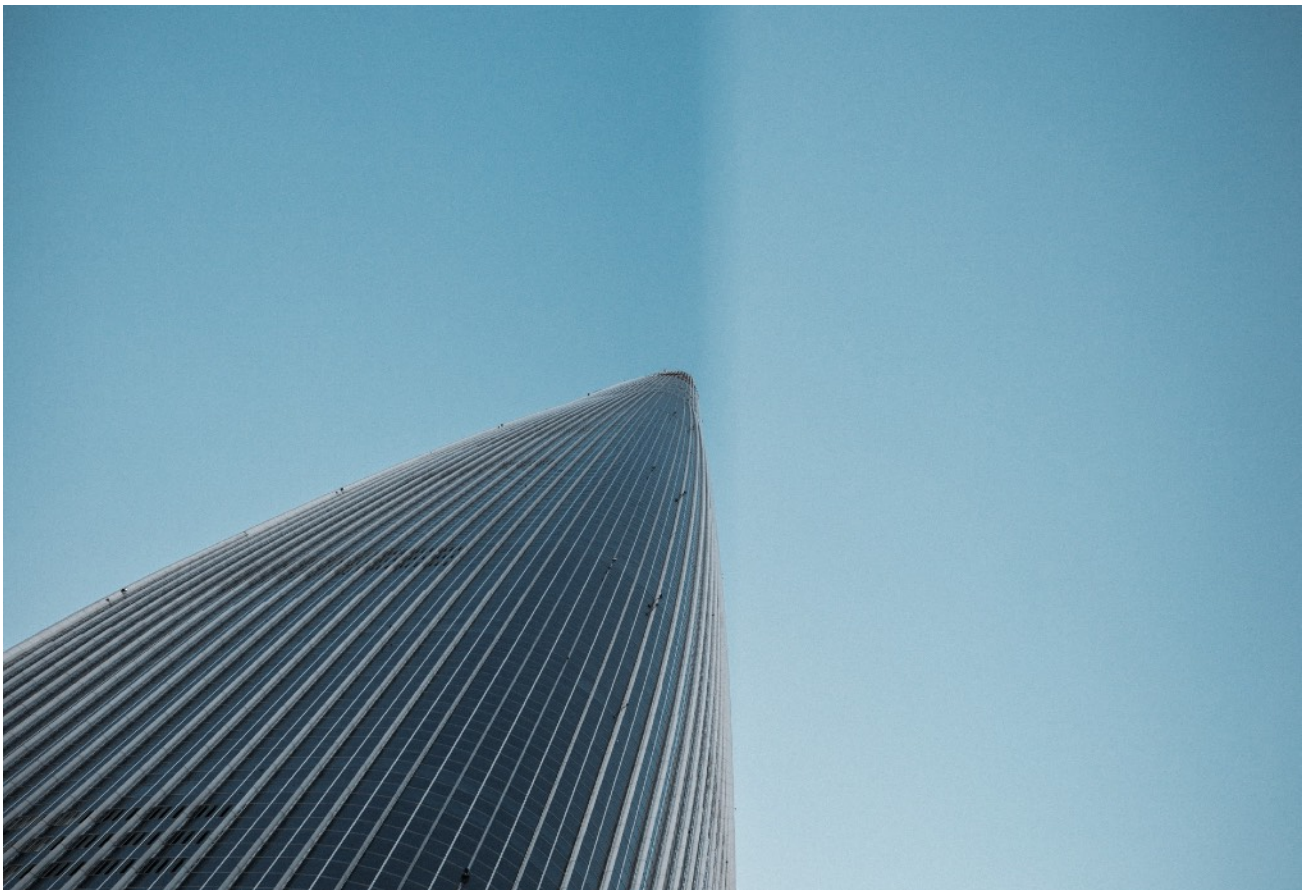
CONGRESS NEW INSIGHTS AND POLITICAL EXCHANGE

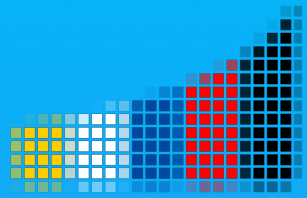
The event will culminate in a congress where participants will be able to present themselves and gain exciting insights through presentations on various topics including:

- ▶ New models of cooperation between corporations and startups,
- ▶ Pitfalls of intellectual property protection in digital health applications,
- ▶ Economic opportunities resulting from the adequacy decision for South Korea under the European General Data Protection Regulation (GDPR),
- ▶ And many more.

In addition to that, since the healthcare market is highly regulated and a forward-looking course setting by politics is essential for progress and innovation, we look forward to an open exchange with political stakeholders.

We are looking forward to your participation!





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Deutsch-Koreanisches Forum

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www.netzwerk-junge-generation.de