



The Irish Market: Health & Life Sciences Virtual Support Programme

Make connections overseas with free online support from the SEED Project.



The **SEED Project** provides **FREE** support to help health & life science businesses in Kent & Medway, East Sussex, Essex and South Essex to get into overseas markets.

SEED's '**Health & Life Science - Ireland**' programme aims to connect SELEP-based businesses to business opportunities in the Irish market.

KEY DATES & WHAT TO EXPECT

- **Market Briefing Session (15 December 2021, 10.00-11.00am)**
This online session will provide an overview of the Irish market, insight into the healthcare system and a Q&A session with a sector specialist from DIT Ireland.
- **Individual 1-2-1 support from DIT Ireland (17 January - 21 February 2022)**
Companies will each receive a 1-2-1 meeting lasting 30 minutes with DIT to discuss their product/service and plans for Ireland. Potential industry contacts to target can also be discussed. Participants will have been provided market information at this stage and will have done their review of this. These online meetings will help to ensure that companies understand how to get fully 'export ready' for the SEED virtual trade mission to Ireland.
- **Virtual Trade Mission: Ireland (16 March - 20 April 2022)**
Participating companies will be able to present their business and have the opportunity to book targeted 1-2-1 meetings with targeted in-market contacts (for example distributors or healthcare sector contacts) during this period. *(Please note that whilst DIT Ireland will be facilitating introductions to potential partners for participating business, ultimately we cannot guarantee success in securing meetings).*

WHY THE IRISH MARKET?

Many of Ireland's business practices, laws, systems of finance and broader culture are similar to the UK, making it an ideal market, particularly for first-time exporters. Irish consumers and businesses are very familiar with UK goods and services and see them as high quality, offering good opportunities for health & life science companies from the SE of England.

INTERESTED?

1. Please email natasha.white@kent.gov.uk
2. Visit www.kentinternationalbusiness.co.uk/seed/ to download an expression of interest form.

