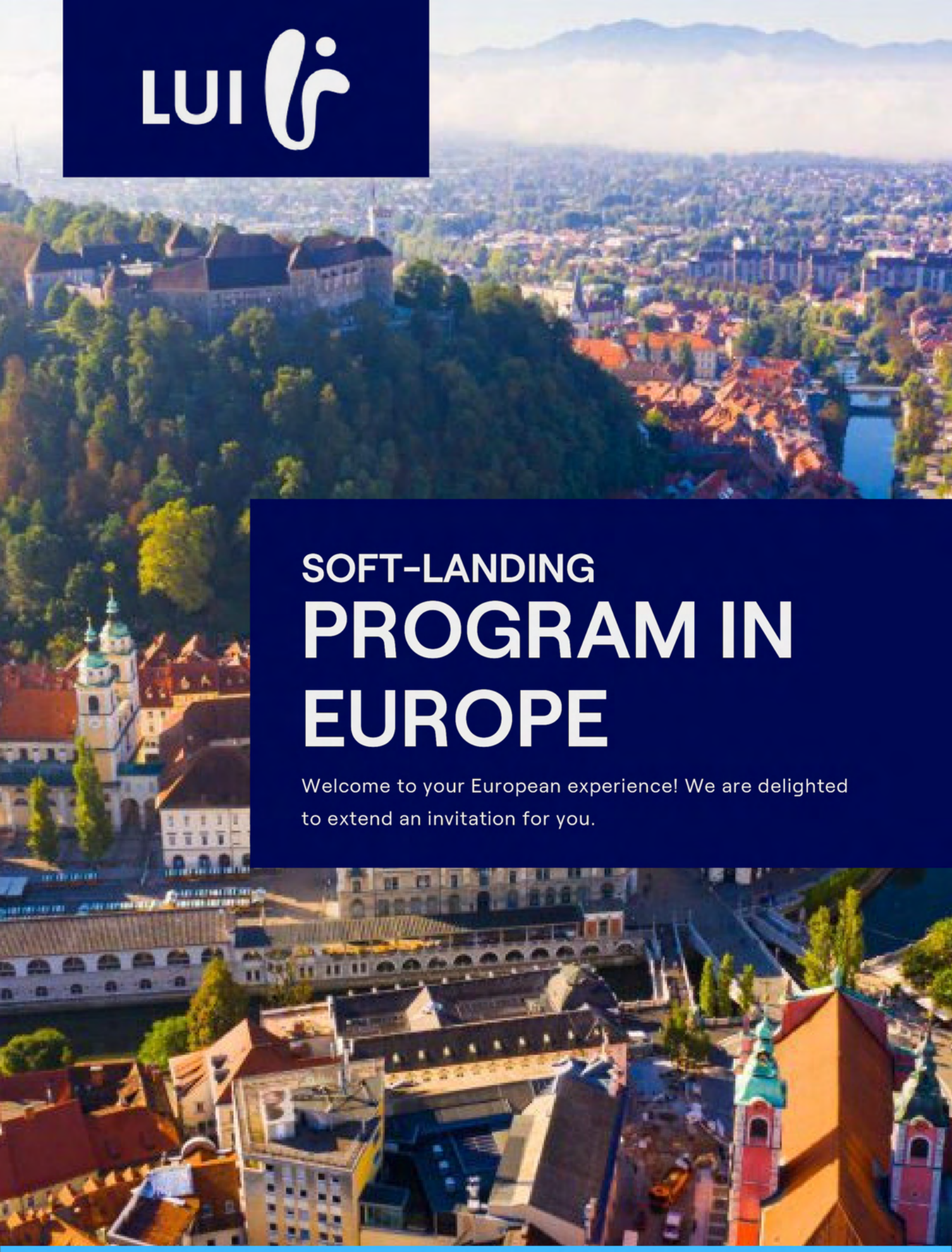
LUI



SOFT-LANDING

PROGRAM IN EUROPE

Welcome to your European experience! We are delighted to extend an invitation for you.

Introduction

Meet selected partners from all across Europe and launch your business from Slovenia - the bridge between East and West.

Our two week program, starting first week in Slovenia, covering a wide range of essential topics, from **navigating medical regulations** and certifications to **understanding the associated costs**.

In this participant oriented program, we'll guide you through the intricacies of the **support system**, help you with the **process of incorporation in Slovenia**, and highlight the benefits of doing so; **all tailored to your specific company and its needs**.

Moreover, we'll provide **insights into EU culture and markets**, recognizing that launching your product in Italy differs from doing so in Germany or France. Understanding the variations of individual markets and being aware of potential pitfalls are crucial elements we'll explore together.

For the second week, we invite you to embark on a week-long road trip with us as we visit top-notch support organizations in **Germany**, **France**, and **Italy**. We will also arrange customized meetings with 6 leading hospitals from Central and Eastern Europe: University Hospital Debrecen (HU), Semmelweis Medical University (Budapest, HU), Medical University of Lodz (PL), General Hospital Murska Sobota (SI), University Hospital Martin (SK), Charles University First Faculty of Medicine (CZ).

You'll have the opportunity to learn from leading experts in both the medical and business sectors from these countries. Expect numerous networking events, some of which will include exciting culinary experiences. Don't forget to bring your business cards and prepare yourself for valuable networking opportunities.

Highlights: European market and regulation deep dive in Slovenia, including meetings with 6 leading hospitals from 5 CEE countries, followed by visits to 3 key European healthtech markets: Munich, Germany; Paris, France; Milan, Italy.

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Week 1

Day 1

Lecture 1:
Differences between EU markets - EU Culture vs. Culture in Taiwan

The workshop/lecture will focus on the following:

Understanding EU Markets:

Investigating the impact of EU policies, regulations, and trade agreements on market dynamics and business operations.

Analyzing consumer behaviors, purchasing trends, and market preferences across EU countries.

EU Cultural Insights:

Exploring common cultural values such as democracy, human rights, and multiculturalism that contribute to the EU's collective identity.

Examining how cultural differences influence business practices, communication styles, and management approaches within the EU.

Contrasting with Taiwanese Markets:

Comparing and contrasting the regulatory frameworks, business environments, and investment opportunities between the EU and Taiwan.

Assessing consumer behaviors, market preferences, and purchasing habits in both regions.

Lecture 2:

Unlocking EU: Navigating Cultural Shifts and Achieving Business Success through Change Management

Engaging workshop designed for Taiwanese medical startup companies looking to expand into Europe. It's a dynamic workshop that guides you through adapting and succeeding in the European market.

Using the ADKAR model by Prosci, we'll explore the critical steps of change management, focusing on awareness, desire, knowledge, ability, and reinforcement to embrace cultural differences effectively. This interactive session will empower you with the insights and tools needed for a smooth transition, ensuring your team is well-prepared for the unique challenges and opportunities in Europe.

Day 2

Workshop:
Regulation and Certification

The workshop is designated for actors involved in the medical device lifecycle (mostly for manufacturers or suppliers to manufacturers of medical devices). It will provide comprehensive guidance on European regulatory frameworks governing medical device.

Content:

* Context (Device definition and classification)
* Content of MDR 2017/745 / IVDR 2017/746 (information on scope and requirements, provided by regulation, including annexes)
* Information on assessment routes (the approach, stakeholders included in the procedure for manufacturers outside of common EU market, etc)
* Actors (information on different actors in life-cycle of medical device)

In addition the participants will get basic information on:

* Technical Documentation and Clinical Evaluation (requirements for technical file, including requirements on Clinical Evaluation)
* Post-Market Surveillance

Networking:
Gastronomic Experience at a Michelin-Starred Restaurant

Indulge in a Gastronomic Networking Experience at a renowned Michelin-starred restaurant, where culinary excellence meets professional networking.

Day 3

Lecture:
Navigating the Slovenian Business Landscape: Incorporation, Operations, and Ecosystem

The lecture aims to provide comprehensive insights into the process of establishing and operating a company in Slovenia, delving into the complexities of the Slovenian business ecosystem.

Moreover, the lecture will delve into the Slovenian business ecosystem, highlighting the resources, support networks, and collaborative opportunities available to entrepreneurs and businesses operating in Slovenia.

Day 4

Panel: EU in practice

Our objective is to host a panel discussion featuring medical corporations and medical startups, highlighting the distinctions between the two and exploring ways for collaboration.

Startups will share their experiences of launching products in EU markets, including the mistakes they made along the way.

The entire session will be conducted in a Q&A format, allowing for interactive engagement and direct interaction with the speakers.

Q&A with medical distributor

Engage in an informative Q&A session with a seasoned medical distributor, where participants can gain insights into the intricacies of medical distribution processes, industry trends, and best practices.

Workshop: Slovenia as a Gateway to the European Market for Taiwanese Companies

Over the course of the workshop we will discuss how Slovenia acts as a go-to-market route into Europe. We will look at the location and how Slovenia sits at the crossroads of Central and Southeast Europe, with easy access to major European markets such as Germany, Austria, Italy and Hungary. The workforce available with Slovenia's strong talent pool of highly educated and skilled workers, particularly in science and technology, as well as the difference in labor costs across European markets. Streamlined regulations and the support available, allowing foreign parties to be efficient at getting products to market quickly. We will then look at companies who have an international reach through Slovenia, and how it has benefited them.

Week 2

Day 1
Munich, Germany

Embark on an exciting journey from Ljubljana, Slovenia to Munich, Germany, with sightseeing stops along the route. Potential for exploring the Munich city center followed by a delightful dinner at the hotel.

Day 2

Lecture / Workshop:

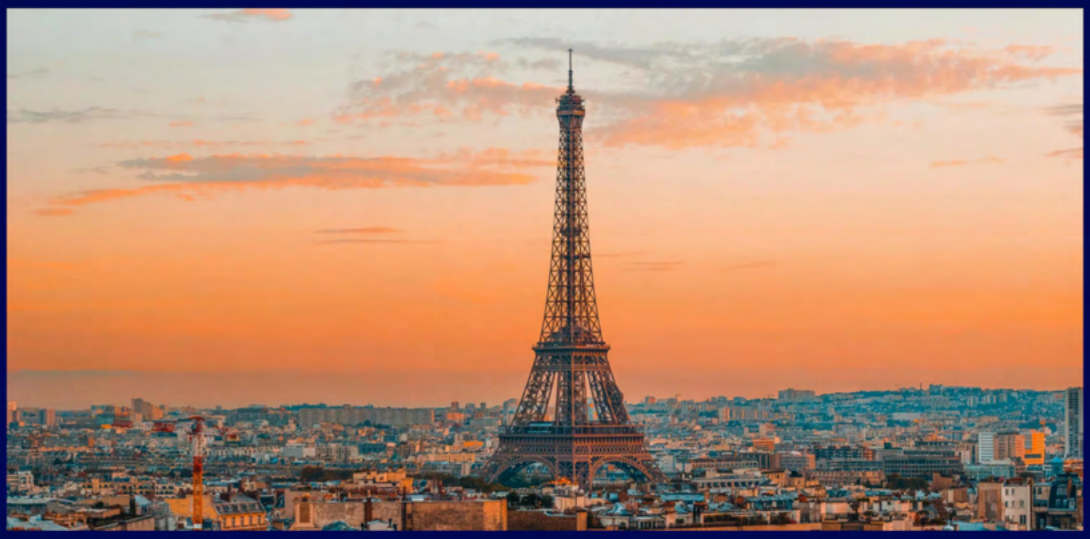
Launching in Germany

Participate in an insightful event at UnternehmerTUM Munich - number 1 startup community builder in Germany, founded by the largest individual owner of BMW. Visit will feature specialists from the business and medical fields. The focus will be on launching a product in the German market, offering valuable insights and strategies for success. Conclude the German trip with a memorable networking dinner, providing the perfect opportunity to connect and unwind after a productive day.

Day 3

Journey to Paris

Start your day with a breakfast before hopping on the bus for a journey from Munich, Germany, to Paris, France, with sightseeing stops along the way. Upon arriving in Paris, there's also the opportunity to explore the charming city center before indulging in a delightful dinner at the hotel.



Day 4

Lecture / Workshop: Launching in France

Engage in an insightful Lecture/Workshop at Hello Tomorrow Paris - organizers of largest deep tech event in Europe, featuring specialists from the business and medical fields. The focus will be on understanding French culture and navigating the process of launching a product in the French market, offering valuable insights and strategies for success. Conclude your trip to France with a memorable networking dinner, providing the perfect opportunity to connect and unwind after a productive day of learning and exploration.

Day 5

Journey to Milan, Italy

Begin your day with a breakfast before boarding the bus for a journey from Paris, France to Milan, Italy, with sightseeing stops along the way. Upon arrival in Milan, take the opportunity to explore the enchanting city center before enjoying a delightful dinner at the hotel.

Day 6

Lecture / Workshop: Launching in Italy

Participate in an insightful lecture at PoliHub Milano - startup accelerator of University Politecnico di Milano, where experts from the business and medical sectors will provide valuable insights. The focus will be on understanding Italian culture and strategies for successfully launching a product in the Italian market. Wrap up your trip to Italy with a memorable networking dinner, offering a chance to connect and relax after a productive day of learning and exploration.

Day 7

Sightseeing in Venice & back to Ljubljana

After breakfast, board the bus for a road trip back to Ljubljana, with a scheduled stop for a sightseeing opportunity in Venice.
Returning to the hotel in Ljubljana, we conclude our journey with a farewell dinner, bringing everything to a memorable close.

The program features a team of carefully selected, exceptionally qualified lecturers. Each brings a wealth of expertise and experience to the table, ensuring participants receive top-notch education and insights. With diverse backgrounds and extensive track records of success, the lecturers are well-equipped to provide invaluable guidance and inspiration to all program participants.

Price

Price for the program is **9.200 EUR** and includes **accommodation**, **3 meals a day** (except on transportation days), and **all transportation** during the second week.

Second member from the same company gets a discount of 50%

To initiate the program, we require a minimum of 10 participants.

The price does not include VAT, airfare to Slovenia and transportation to and from the airport

TENTATIVE TIMELINE

Registration opens

MAY 7

Registrations closes

JUNE 30

The program will commence in September; the exact date will be communicated later.

SEPTEMBER

LUI team

that you'll be working with

JAKOB GAJŠEK

CEO of LUI, an engineer by training and a tech enthusiast at heart, does his best to be a deeptech generalist. He greatly enjoys being involved from the earliest stages of a startup's life, helping new breakthrough companies take off.

ROK COLARIČ

Presently, alongside a team of specialists, one of Rok's primary focuses is the creation of innovative products, with emphasis on medtech. In his role as an investor and managing partner at RUJ Vrntures, Rok actively aids DeepTech startups throughout their journey of commercialization.

ROK ŠPILAR

Event manager at LUI, who will be responsible for guiding you through your itinerary.

About LUI

LUI is a leading incubator in Slovenia for supporting innovative startups.

LUI plays an especially crucial role in transforming scientific research into successful companies, significantly contributing to the development of deep tech ecosystem in the region.

As a member of **DeepTech Alliance**, and with involvement in many
EU programs, LUI enables that innovations are transformed into market-successful products.

Offering comprehensive support from development to funding, LUI fosters an ecosystem for business growth and global expansion.

LUI

THANK YOU

We warmly invite you to explore expansive opportunities and collaborate with partners in Europe, paving the way for groundbreaking advancements in healthcare.

rok.colaric@lui.uni-lj.si

www.lui.si