

**German Trade Mission to Malaysia:
Healthcare, MedTech and Life Sciences**



July 14-18, 2025



Preliminary Program *(as of Jan. 2025)*

Sunday | 13 July |

Afternoon Individual arrivals in Kuala Lumpur, Check-In (Hotel will be communicated)

7:00 PM Meeting in Lobby; walk to restaurant

7:15 PM Get-to-Know-Dinner

- Brief presentation of delegates and organizers
- Overview of the next days

Monday | 14 July |

8:00-9:00 AM Breakfast

9:10 PM Meeting in Lobby; Departure for the Briefing

10:00 AM – 12:00 PM **Regional and Industry Briefing Malaysia:** Expert information on the target market, an industry-specific market overview

Detailed information by experts on the market, its structure, key trends, information on market entry, business environment, intercultural differences, available government support. Focus of the briefing: healthcare sector (MedTech and life sciences).

Partners and Speakers: German and Malaysian Experts, e.g. GTAI, German-Malaysian Chamber of Commerce, Malaysian Industry Associations

12:00 PM – 1:15 PM Lunch (Selbstzahler)

1:15 PM Transfer to Site Visit(s)

Please note: all site visits will be selected according to the interests of the German participants – the following are just examples for possible research institutions, companies or other facilities.

2:00 PM – 3:30 PM **Insights from the private sector - company visit: Site Visit to [DuoPharma BioTech](#)**

DuoPharma BioTech is one of the largest pharma and medtech companies in Malaysia, focussing on innovation, research and development, regulatory requirements and sustainability in life sciences.

3:45 PM Transfer back to Hotel; Time for rest/work; *Alternatively: Site Visit Nr. 2*

6.45 PM Meet in Lobby and transfer to dinner – feel free to join or have a quiet evening.

7:00 PM Dinner (Selbstzahler)

Supported by:

Tuesday 15 July	
8:00 AM – 9:00 AM	Breakfast
9:15 AM	Meeting in Lobby and departure to second briefing. <i>Please note: If the topics of the following briefing can be covered in the Monday briefing, the second briefing will be substituted by a relevant site visit.</i>
10:00 AM – 12:00 PM	<p>Regulatory and Legal Briefing Malaysia</p> <p>Overview of potential relevant topics:</p> <ul style="list-style-type: none"> ▪ Company formation and registration ▪ Regulatory issues ▪ Protection of intellectual property (IP) ▪ Taxation ▪ Data protection ▪ Immigration policy <p><i>Potential Partners and Speakers: Lawyers and market entry partners</i></p>
12:00 PM – 1:30 PM	Lunch (Selbstzahler); Transfer back to the Hotel; possibility to change for the afternoon event
2:30 PM – 3:00 PM	Transfer to the Networking Event
3:00 PM – 6.30 PM	<p>Networking and Pitch Event with Business-Speed-Dating</p> <p>This will include the following:</p> <ul style="list-style-type: none"> ▪ The opportunity for the German companies to showcase themselves, their products, and services in front of a professional audience ▪ A panel discussion on the life sciences sector in Malaysia and growth opportunities with experts ▪ Targeted networking, B2B, Business-Speed-Dating ▪ An evening buffet <p>Participating guests will be (approx. 50-60):</p> <ul style="list-style-type: none"> ▪ Government representatives from Malaysia ▪ Multipliers and facilitators ▪ Representatives from the life sciences and medtech sector ▪ German interest groups in Malaysia ▪ Leaders of the ecosystem ▪ Speakers from the Malaysian government and/or the medtech sector
Evening	Free / Alternative sightseeing offered

Wednesday | 16 July |

8:00 AM – Breakfast
9:00 AM

9:15 AM Meeting in Lobby and departure to the Trade Show LabAsia

10:00 AM – **Full-Day Visit of the Trade Show [LabAsia](#)**
6:00 PM

LabAsia is Southeast Asia’s leading laboratory exhibition, serving as the region’s trade platform for laboratory equipment & services suppliers to engage with trade buyers from across the ASEAN region. The past decade has seen ASEAN governments budgeting billions of USD into research & development efforts in order to remain attractive to foreign investment. Since its inaugural edition in 2007, LabAsia has connected thousands of laboratory professionals together through fruitful networking events over the past decade, with the most recent edition witnessing visitors from 54 countries gathered in one event.

We will organize, if possible, matchmaking and networking at the Trade Show with relevant Asian companies. In alternative, the visit to the show will only be a half-day, and we will organize a site visit in the afternoon.

6:00 PM – Transfer back to Hotel
6:30 PM

Evening Free / Alternative joint dinner or sightseeing offered

Thursday | 17 July |

8:00 AM – Breakfast
8:45 AM

9:00 AM Meeting in Lobby and departure for Site Visit

09:30 AM – **MedTech in Action – Site Visits to Hospitals and Healthcare Facilities**
5:00 PM

Visit Gleneagles Hospital, Prince Court Medical Centre, Sunway Medical Centre (or equivalent) to learn more about MedTech trends in the region, digital health initiatives and procurement/pipeline processes.

Please note: all site visits will be selected according to the interests of the German participants – the above are just examples for possible visits.

5:00 PM Transfer back to Hotel, Rest

6:30 PM Meeting in Lobby and Transfer to Restaurant

7:00 PM – **Best Practice Malaysia Networking Dinner**
9:00 PM Meetings with representatives of German companies that have already expanded into the region and can give valuable advice

Friday | 18 July |

8:00 AM – Breakfast
8:45 AM

9:00 AM Meeting in Lobby and departure for Site Visit

9:30 AM – **Site Visit: Research & Innovation: [SIRIM Life Sciences Centre](#)**
11:30 AM

SIRIM is a premier industrial research and technology organisation in Malaysia, wholly-owned by the Minister of Finance Incorporated. With over forty years of experience and expertise, SIRIM is mandated as the machinery for research and technology development, and the national champion of quality. SIRIM has always played a major role in the development of the country's private sector. By tapping into our expertise and knowledge base, we focus on developing new technologies and improvements in the manufacturing, technology and services sectors. We nurture Small Medium Enterprises (SME) growth with solutions for technology penetration and upgrading, making it an ideal technology partner for SMEs.

***Please note:** all site visits will be selected according to the interests of the German participants – this is just an example for a possible research institution, Cluster or Innovation Lab.*

11:30 AM Transfer back to Hotel

12:00 AM Joint Lunch (Selbstzahler) with GTAI and all delegates

- **Action plan:** How can activities be continued?
- Final discussions and **feedback round**

Afternoon Individual Departures