

Collaborate on Advancing Healthcare Innovation in Thailand

The U.S. Trade and Development Agency (USTDA) is hosting a two-day workshop to explore business opportunities in Thailand's healthcare sector as the country works to establish itself as a leading medical hub for innovative and modern healthcare. It will be live streamed for registered virtual participants.

BACKGROUND

The workshop, hosted by USTDA in partnership with the American Chamber of Commerce in Thailand (AMCHAM) and the Eastern Economic Corridor Office of Thailand (EECO) in Bangkok, will focus on exploring the Thai government's "Thailand 4.0" initiative, which aims to transform the country into a hub for innovation and value-based industry.

Participants will learn about the challenges and solutions for adopting cutting-edge technologies and promoting innovation in the healthcare sector. It will also be an opportunity to discuss how U.S. technologies can help drive commercial engagement, lead to better health outcomes for patients, and support innovation to advance Thailand 4.0.

Topics include:

- Sustainable healthcare investment opportunities in Thailand and the Eastern Economic Corridor
- Policies and incentives to position Thailand as a world-class healthcare service hub
- Thailand's outlook on healthcare investment and public expenditures
- Regulatory and market access challenges in Thailand
- U.S. healthcare innovation best practices and technologies
- U.S. industry recommendations on innovative financing models
- Value-based healthcare transformation opportunities in Thailand
- Best practices in global pricing and reimbursement strategies

This workshop is the second in a series of five USTDA-hosted healthcare workshops in Southeast Asia to provide policy-focused education and training to healthcare stakeholders.

ABOUT USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority infrastructure projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

Attendance at this event is limited to U.S. and Thai individuals, firms, or consultants as defined by USTDA's Nationality Source and Origin Requirements available on USTDA's website at <http://www.ustda.gov/>.

WHY YOU SHOULD ATTEND

- Engage with U.S. and Thai agencies, industry experts and key stakeholders
- Contribute to and gain insights on healthcare transformation opportunities in Thailand
- Explore regulatory and financing approaches to facilitate healthcare innovation access
- Strengthen relationships with local healthcare institutions
- Learn about Thailand's growing healthcare infrastructure industry
- Expand market access
- Exchange knowledge and best practices
- Strengthen relationships between U.S. industry and Thai healthcare institutions

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