

DEVELOP YOUR EHEALTH BUSINESS IN AUSTRALIA

HIC 2006 Theme:

Bridging the Digital Divide: Consumers Clinicians & Computers

As our industry matures, people from all fields are becoming more involved in health informatics. Care givers and receivers all benefit from this exciting field, and this is your chance to learn more, get involved, and become an active participant in the rapidly moving field. Furthermore you will have the chance to savour the hospitality of HISA, Australia's peak professional health informatics group and Sydney, Australia's friendliest city.

Conference date: 20 - 23 August

Where: Sydney, Australia

Continuing industry support

As part of its support for UK companies in the development of trade links with Japan, UK Trade and Investment is planning a further trip focusing on the games market. Business meetings and seminars will be held in Tokyo and Kyoto (Osaka?) and there will be an opportunity for companies to develop their own schedules of business meetings outside the formal programme.

Why attend?

- Gain first hand experience of the opportunities in Australia
- Receive practical advice and support from the UKTI team in the UK and Australia
- Take advantage of the high profile of a government sponsored mission
- Other benefits include:
 - Mission promotion and in-country guidance
 - Well promoted seminar presentation events allowing you to make an impression on targeted audiences
 - A grant of £750 is available to those companies speaking at the seminar

Who should attend?

- Companies new to the market looking to develop their business in a new market
- Companies with previous experience in Australia could update on the latest trends, build their contacts, and follow up on previously developed business opportunities.

What to do next

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THE DEADLINE FOR APPLICATIONS IS FRIDAY, 8 JULY 2006