

# 邀請單位簡介



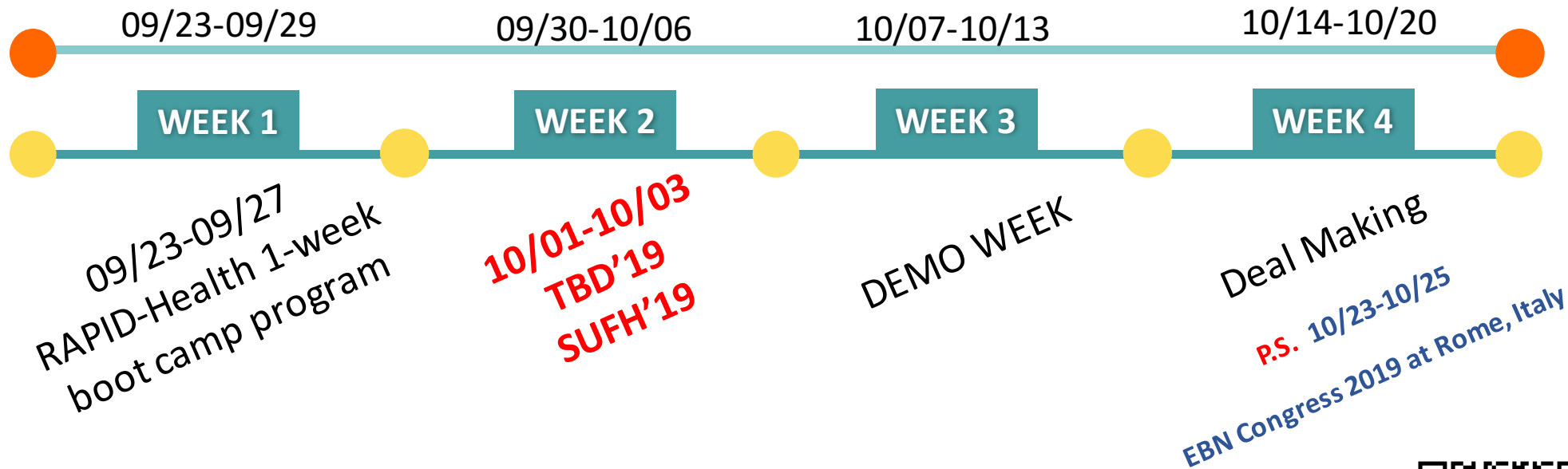
- 臺灣企業國際化協助網絡(Taiwan Globalization Network, TGN)是在荷蘭註冊登記**非營利的合法機構**「臺荷商盟基金會」( The Taiwan Business Alliance Foundation )，它所組織設立的服務平台自 2012 年起，每年舉辦 Taiwan Business Day (臺灣商機日，TBD)，協助臺灣中小企業前進歐盟市場。
- TGN長期以來分享荷蘭烏特勒支市創業投資環境、新創企業軟著陸計畫及相關台歐跨國新創合作之經驗等，期望能協助臺歐企業雙方媒合、亦提供更良善的歐洲市場落地資源予臺灣業者。
- TGN所推動事務因漸受臺荷雙邊政府單位肯定，**2018/07/19已於臺灣成立臺荷加速器 Tiger Accelerator**，臺灣成為荷蘭烏特勒支市Utrecht Softlanding Bridge 的第一個國際合作夥伴。



Taiwan Globalization Network



# 2019 台荷加速器重要活動時間表 RAPID-Health (4 Weeks)



## MORE INFORMATION:

<https://www.taiwanglobalization.net/news/tgn-organises-european-incubation-tour-in-2019>



# Outline

1

**SUFH'19 (StartupFest Health 2019)**  
參展說明

2

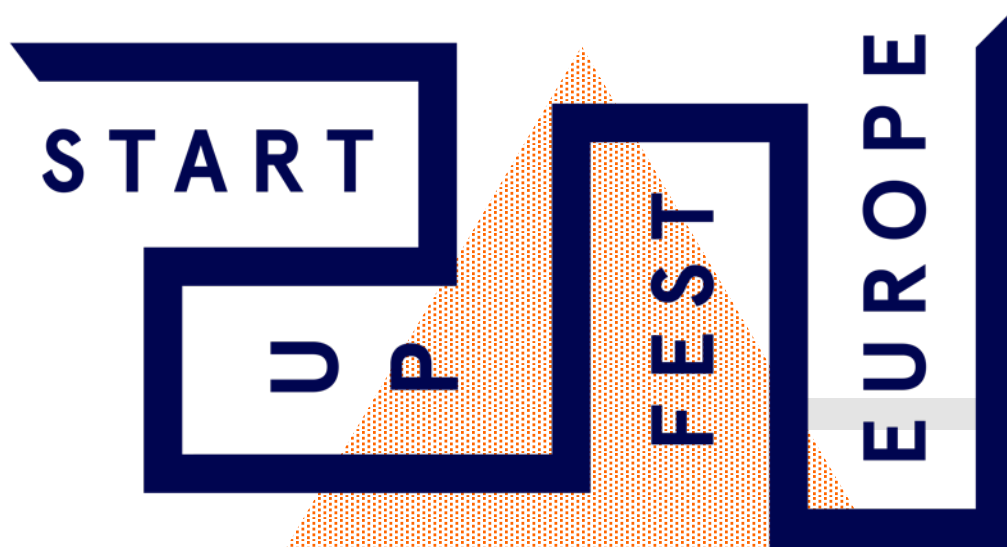
**TBD'19 (Taiwan Business Day 2019)**  
台灣商機日媒合會說明

3

**Local Visit by TGN**  
當地機構參訪 行程安排

4

**Regional Accelerator Program for Innovation & Development**  
歐洲創新發展加速計畫(RAPID-Health)



1<sup>st</sup>-3<sup>rd</sup> October.  
@Utrecht The Netherlands

# X Taiwan Business Day 2019

指導單位： **MOST 科技部**  
Ministry of Science and Technology

 **臺北市府** Taipei City Government  
 **經濟部中小企業處**  
Small and Medium Enterprise Administration,  
Ministry of Economic Affairs  
瞭解・關心・服務・尊重

執行/邀請單位：



協辦單位：



# StartupFest Health 簡介

StartupFest Europe是荷蘭獨一無二的全國性節日，由荷蘭超過25個獨立組織的活動組成，通過將企業創辦人、投資者、商業領袖和開發者聚集在一起，圍繞特定主題（或垂直行業），幫助初創公司更快地成長，目的是讓企業家與投資者達成交易，與企業建立合作夥伴關係並吸引合適的人才。

Utrecht(烏特列支市)是荷蘭的中心城市，也是健康醫療相關政策服務的重要Hub，在Utrecht經濟委員會(EBU)的支持下，TGN從2008年起，每年連續舉辦的Taiwan Business Day (TBD)，因得到Taipei、Utrecht雙邊市政府的肯定，2018年在台荷加速器成立後，正式被列入StartupFest Health(健康節)的系列活動項目中。

# StartupFest Health 2019



- ◆ 展覽官網：<https://www.startupfesthealth.com/>
- ◆ 展場地點：荷蘭烏特勒支市Utrecht
- ◆ 展覽時間：2019/10/1-2019/10/3
- ◆ 適合參展產業領域：凡與**健康生活 / 照護有關係皆可**
  - 到**2050**年，烏特勒支地區的家庭數量將增長**42%**。
  - 烏特勒支具有商機之項目包含，材料回收、老齡照護、清潔能源、數位化服務等。

# SUFH'19

## 參展收費方案

(金額如有變動將再行通知)



### 1 自行報名

- 每家廠商參展費為1,200 €
- 學生團隊750 €
- 含2張入場卷，不得轉讓
- 展覽相關周邊活動皆可參加 (不需另行繳費)

### 2 台灣主題館

Taiwan Innovation Pavilion

- 預計招募10家廠商共同參展
- 10家廠商參展費為17,500 €  
(含主題館裝潢、媒合、媒宣等參加費用)
- 每家廠商費用包含2張入場卷、參與媒合會、公關活動、媒體報導、公開投資會 (入場券不得轉讓)。
- 參加展覽周邊活動 (不需另行繳費)。



# SUFH'19

## 參展報名方式



### 1 自行報名

- 活動註冊網頁

<https://www.startupfesthealth.com/>



- 參展報名時間：即日起至2019/9/30止

### 2 台灣主題館

Taiwan Innovation Pavilion

- 請至台荷加速器網站填寫報名表

<https://www.rapid-health.eu/2019-fall-program>

- 透過E-mail與台荷聯繫報名  
[penny@tigeraccelerator.com](mailto:penny@tigeraccelerator.com)  
[tgn@taiwanglobalization.net](mailto:tgn@taiwanglobalization.net)



- 參展報名時間：即日起至2019/9/20止





# SUFH'19

## 參展準備作業

### 展攤規劃

- Taiwan Innovation Pavilion 台灣主題館是由10個台灣廠商共同組成之展覽空間，每家廠商展示空間可彈性調整。
- 現場為開放式空間，備有桌椅，無牆面及布面隔間，展示品及海報需自備展架。



自行報名參加Starup Fest Health，不參加台灣主題館者，準備方式請詳大會提供之資訊

# SUFH'19

## 參展準備作業

### 展覽品運輸

- 建議參展用的產品、易拉展、海報、宣傳品等，請盡量隨身帶來。
- 若有大型展示物件，可利用空運（至少 1 週）或海運（至少 6 週），外加至少 1 週之荷蘭海關放行時間（若有關稅問題可能需時更久）。根據往年經驗，建議盡可能隨行攜帶，以免延誤。

- 郵寄地址:

Jaarbeurs Innovation Mile (JIM)

% Taiwan Globalization Network (TGN) Valerie Hsu

Address: Jaarbeursplein 6 (6th Floor), 3521 AL Utrecht,

The Netherlands

Mobile: +31610894908

\*對於進口高單價物件，或可能涉及進口報關和關稅問題，請廠商直接與台荷加速器聯繫，將另外提供說明和適當的安排。





# SUFH'19

## 參展準備作業



### 關於住宿

- 台荷加速器可代安排住宿於阿姆斯特丹當地民宿，體驗道地荷蘭生活  
(約€ 30-50 per person/night)
  - 單人房
  - 雙人房
  - 全新廚房可自炊
  - 鄰近超市
- 亦可自行安排
- 如需任何協助均可洽詢台荷加速器！

**\*10月份為當地展覽旺季，如需協助訂房，請儘早告知，以便預留住宿、安排適合之房型！**



### 關於機票、餐食、交通及其他準備

- 機票自理 (來回票約\$28000-\$30000)
- 餐食自理
- 交通費自理，可參考以下資料：
  - OV卡(類似台灣悠遊卡，空卡€7.5不退款，可搭乘全荷蘭公共交通工具)
  - Schiphol Airport to Amsterdam Centraal € 4.30/single, 15 mins
  - Amsterdam Centraal to Utrecht Centraal € 7.30/single, 25 mins
  - Schiphol Airport to Utrecht Centraal € 8.80/single, 30 mins
- 另可依需求，針對各廠商安排一對一的投資者媒合

# SUFH'19 預期效益



Learn from success stories, spot opportunities and find ways to overcome obstacles. Listen to inspirational stories and talk to like minded people that can influence your growth.



Select the opportunities that fit your need and find out how to use them. Connect with ecosystems, accelerators and incubators.



Create new partnerships, work with potential clients and hook-up with corporates and investors that want to scale-up with you. Create a new dealflow onsite!



# SUFH'19

## Program Highlights

- 印象深刻的主軸  
Impressive keynotes
- 互動式小組會議  
Interactive panel sessions
- 有效媒合  
Active matchmaking
- 投資簡報  
Pitch event
- 社交網絡  
Networking sessions



# SUFH'19

## Three-day event



Inspiring  
content

350+ delegates

Leading Dutch & International investors

Global corporates

European health ecosystems

Leading European health organizations

International delegations

Workshops &  
showcases



Match Making  
& Partnering

National and international media exposure



# SUFH'19 Agenda

## Day1



**Tuesday**  
1 Oct 2019

12:00 – 17:30

### Taiwan Business Day 2018

Each year our partner TGN organizes a seminar for Dutch innovative entrepreneurs and their enablers at incubators, accelerators and investment funds, to get information about the business and innovation opportunities Taiwan has to offer and meet relevant organisations from Taiwan to grasp these opportunities.

[More info on the program](#)





# SUFH'19 Agenda

## Day2



**Wednesday**  
2 Oct 2019

11:30 – 14:00

Pitch & Lunch

18:00 – 20:30

Investors Dinner

Join StartupFest Health and get your invitation to the Investors Dinner.

Participating investors hand-pick startups and scale-ups and invite them to join the Investors Dinner on the 2nd of October.

Do you have what it takes to get invited?

# SUFH'19 Agenda

## Day3 <sup>(1)</sup>



**Thursday**  
3 Oct 2019

**09:30 – 10:30**

Productieruimte

### Opening plenary

We start the day with a set of inspiring keynotes from high level speakers with first-hand experience. Why are we here, what do we need and from who? Scaling up is hard and needs the combined effort of all stakeholders involved. Who will start the fire? Maybe it's you and it may just start today...

Plenary Sessions

**10:45 – 12:00**

Muntstraat 25

### Active MatchMaking

Take this opportunity to invite your fellow delegates to meet and discuss mutual interests. Use the B2match tool to get the maximum out of your time here.

Networking

**10:45 – 12:00**

Munstraat 9

### Crossing borders

Crossing borders may not be easy, but it's a must if you want to make a real impact. In this interactive panel discussion, experts share their knowledge on what it takes to go international. We discuss what you can expect from regional ecosystems and the role corporates can play, and also what conditions have to be met before they are willing to invest time and effort in you as a startup. As a startup, you will not leave the room without having answer to this key question: what is the first step to take?

Green track

Moderated by Katja Berkhout - StartupDelta

# SUFH'19 Agenda

## Day3 <sup>(2)</sup>



**10:45 – 12:00**

Productieruimte

### Investors Panel

During this panel we invite VC's and business angels to join us on stage and discuss the challenges and opportunities that startups are facing. They reflect on their own role and the role of other stakeholders. What are VCs looking for and what not. Medtech, Digital Health or Silver Economy? What do VCs learn? This interactive session is the place to be if you want to ask investors everything you always wanted to.

Moderated by Steve Seuntjens - PHS

Orange track

**12:00 – 13:00**

### Lunch

Join the networking lunch and visit the exhibition floor

Networking

**13:00 – 14:15**

Muntstraat 25

### Active MatchMaking

Take this opportunity to invite your fellow delegates to meet and discuss mutual interests. Use the B2match tool to get the maximum out of your time here.

Networking

# SUFH'19 Agenda

## Day3 <sup>(3)</sup>



**13:00 – 14:15**

Munstraat 9

### Female entrepreneurship in Health

Traditionally, the health care sector is seen as a sector where females form a large part of the working population. Does this also hold true for female entrepreneurship in health? If not, what can we do to stimulate female entrepreneurship in health? Who are the inspiring examples and what can we learn from them? Be sure to attend this panel discussion if you are interested in female foundership and the strength of diversity.

Moderated by Yasemin Tümer - Investor in Female Entrepreneurship

Orange track

**13:00 – 14:15**

Productieruimte

### Silver Economy

Green track

**14:30 – 15:45**

Muntstraat 25

### Active MatchMaking

Take this opportunity to invite your fellow delegates to meet and discuss mutual interests. Use the B2match tool to get the maximum out of your time here.

Networking

# SUFH'19 Agenda

## Day3 (4)



**14:30 – 15:45**

Munstraat 9

### Pitch award

Join the finals of the StartupFest Health pitch award.

Over the last couple of months we invited startups to join the 5 regional pitch competitions. The five finalists will join this session to give their best pitch in front of our international jury, made by experienced founders and entrepreneurs.

Moderated by Douwe Jippes

This session is powered by Healthy Capital

Green track

**14:30 – 15:45**

Productieruimte

### Where's the exit?

As a founder of a health care startup, you may be entirely focussed on solving an issue and making a business out of it. As an investor, you may be focussing on maximising yield. In this panel discussion we explore if and how we can bring these worlds together: is striving for an exit a goal in health care markets or not and if so, how do you work towards such a goal without losing sight of bringing solutions to health care?

Orange track

**16:00 – 17:00**

Productieruimte

### Closing plenary

We are closing the event with the final plenary session. On stage new perspectives, reflections and take-aways will be shared. We will have some interesting pitches from startups and scale-ups, celebrate successes and look forward to following-up on what has been achieved during this edition of StartupFestHealth. Also, we will award one 2-week all-in Taiwan Business Explorer trip! Don't miss this! Including flights, soft landing services and local business support by multiple Taiwanese organisations.

Plenary Sessions

**17:00 – 19:00**

### Networking Drinks

Networking



# SUFH'19

## Muntgebouw Utrecht (NL)



圖片來源：<http://tivolivredenburgzakelijk.nl/pleinen-2/>

# SUFH'19 Partners





# Taiwan Business Day 2019

## 第9屆台灣商機媒合會說明

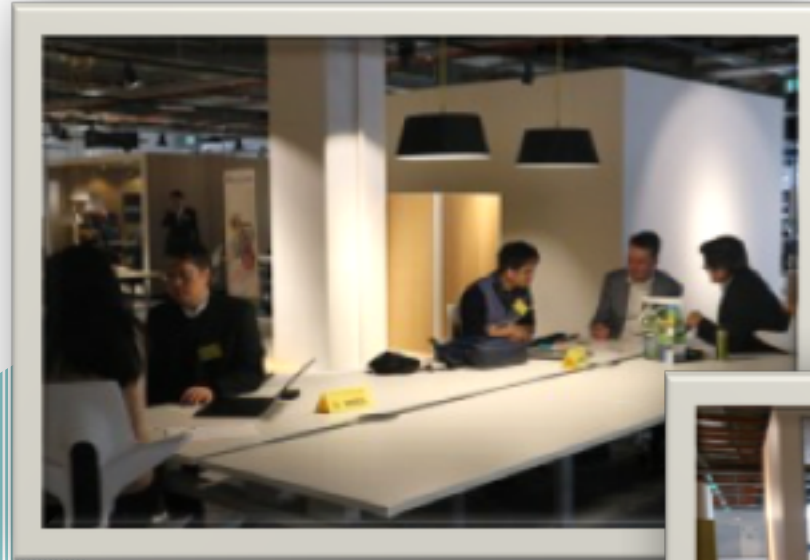
- ◆ 報名網址：<https://www.tigeraccelerator.com/tbd2019>



本活動主辦單位為台灣全球化網絡 (Taiwan Globalization Network-TGN)與臺荷加速器(Tiger Accelerator)所共同主辦，以增進荷蘭育成及中小企業對台灣產業環境之了解，促進國際育成合作之機會，協助雙方企業拓展歐洲或亞洲市場。

- ◆ 活動時間 10/1(二) 12:00-17:30
- ◆ 活動地點 JIM (Jaarbeurs Innovation Miles), Utrecht (暫訂)

展覽官網：<https://www.startupfesthealth.com/agenda>



## Jaarbeurs Innovation Mile

# JIM: Location, Location, Location



**JIM** 位于烏特勒支中央火車站 ([Utrecht Centraal](#)) 正旁邊的黃金位置！從火車站的特別通道走到 JIM 只需3-5分鐘！烏特勒支中央火車站則是荷蘭最大的火車轉運站，更是通往德、法、比的必經之站！從荷蘭阿姆斯特丹Schiphol 國際機場搭乘火車只要 30 分鐘就可抵達烏特勒支中央火車站！

烏特勒支也是荷蘭最重要的金融，保險，研發創新、社會創新的重鎮！烏特勒支的市長更野心勃勃地將 Healthy Urban Living！健康城市生活！作為城市發展的最高方針，更定位成為歐洲的在家養老！科技養老！快樂養老的模範城市！銀髮商機無限！所有圍繞 “ 健康城市生活！” 的食衣住行等行業！

# Local Visit by TGN

## 當地機構參訪行程

來一趟歐洲，何不充分利用停留期間對當地機構及生活有更深入了解？由TGN安排當地機構參訪，包含Leiden市生醫園區、當地台商公司、烏特列支科技園區等地，並與各團隊交流餐敘，體驗荷蘭文化及生活。

- ◆ 報名方式：  
請於9/20前向TGN或台荷加速器報名，以便統計人數
- ◆ 參加費用：  
€300/每位 (含TGN服務費、導覽費)
- ◆ E-mail窗口：  
[penny@tigeraccelerator.com](mailto:penny@tigeraccelerator.com)  
[tgn@taiwanglobalization.net](mailto:tgn@taiwanglobalization.net)  
[Valerie@tigeraccelerator.com](mailto:Valerie@tigeraccelerator.com)

# RAPID-Health 1-month Program

23<sup>rd</sup> September- 20<sup>th</sup> October, 2019

Join our accelerator program for SUCCESS!

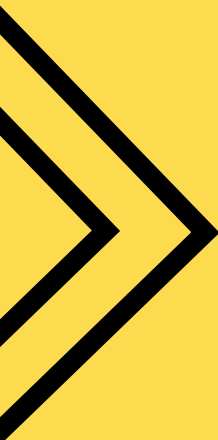
指導單位：

執行單位

協辦單位

# RAPID Health Program

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In a one-month program, Taiwanese organizations/companies start their journey at the Jaarbeurs Innovation Mile (JIM), where they'll be welcomed by the Economic Board Utrecht, the Utrecht Welcoming Center and TGN.

After their arrival, a high intense Bootcamp starts, devices into four weeks program.

➡ 活動官網

<https://www.rapid-health.eu/>

➡ 活動日期

2019/09/23-2019/10/20

➡ 活動地點

JIM,Utrecht(NL)





# What you Get?



## Our care package

- ✓ Available co-working space/office
- ✓ A plug and play environment
- ✓ Personal introduction to our innovation network
- ✓ Accommodation seeking and daily support
- ✓ Guidance by our professionals/mentors

## We connect you to Utrecht

- ✓ Companies
- ✓ Network organizations
- ✓ Research programs
- ✓ Governmental organizations
- ✓ Universities
- ✓ Hospitals
- ✓ Opportunities to speak at several events



# The Program

- Regional Accelerator Program for Innovation & Development
- Jointly developed by EBU, TGN and Tiger Accelerator
- The 2019 Fall program will start from September 23<sup>rd</sup>, 2019 at JIM, Utrecht



## **WEEK 1**

Intensive  
Bootcamp  
& Coaching



## **WEEK 2**

Visits  
&  
Matchmaking



## **WEEK 3**

Demo Week



## **WEEK 4**

Deal Making

# Week 1: Intensive Bootcamp & Coaching



Date Time	21-Sep. Sat	22-Sep. Sun	23-Sep. Mon	24-Sep. Tue	25-Sep. Wed	26-Sep. Thu	27-Sep. Fri
10 : 00   12 : 00 am	Arrival in the Netherlands	Free	Welcome ITC (Vice-Mayor)  foto moment	Startup Utrecht + UCIB offering + EBU	1-1 buddy (personal mentor) program (who-6 people)	Think out of the box, societal challenge	work on business proposition
13 : 00   15 : 00 pm			Group - event JIM ? Why/How/What pitch	Utrecht Inc approach / Uzelf	Human Centric Development of Products and Services	Gap-analysis and unmet needs fit ? Level	Looking back/looking forward/ Success stories
18 : 00   20 : 00 pm			Healthcare EU en NL ppt	Culture event : understand dutch people ?	Dutch cooking workshop	Workshop business models in Healthcare	Innovation tour by cycling

\*\*每日活動行程會按當時情況有些微調整



## Week 2: Visits & Matchmaking



Date Time	28-Sep. Sat	29-Sep. Sun	30-Sep. Mon	01-Oct. Tue	02-Oct. Wed	03-Oct. Thu	04-Oct. Fri
10 : 00   12 : 00 am	Team Building	Free	Cycling to Dot-Slash and USP office	<b>Taiwan Business Day in Utrecht</b>  pitch, pitch, pitch	<b>StartupFest Health 2019</b>  Ready to scale-up!	<b>StartupFest Health 2019</b>  foto moment	Benchmark succesfull landing in NL
13 : 00   15 : 00 pm	Free	foto moment	Work business proposition	foto moment	Taiwan Innovation Pavilion (organize the launching customers)	External parties invited-matchmaking potential launching customers	Looking back/looking forward
15 : 00   20 : 00 pm			Preparation TBD19/SUFH19 - pitches event			working on business proposition	Networking Event-Taiwan business association community+TRO

\*\*每日活動行程會按當時情況有些微調整



## Week 3: Demo week



Date Time	05-Oct. Sat	06-Oct. Sun	07-Oct. Mon	08-Oct. Tue	09-Oct. Wed	10-Oct. Thu	11-Oct. Fri
10 : 00   12 : 00  am	Utrecht museums	Free	What problem are you really solving ? For whom ?	Go to market strategies	Communcation workshop/ understanding reacties and recieving	Try out solutions and on-body sensors to incorporate into own solutions	work on business proposition
13 : 00   15 : 00  pm	Free		Cost calcultion of your product/service	Work on business proposition	Work on business proposition	EBU get connected foto moment	looking back/looking forward
15 : 00   20 : 00  pm			What would x do with your proposition ? Apple, FB, Coca Cola	Culture Event	working on business proposition	Business dinner	Work on business proposition

\*\*每日活動行程會按當時情況有些微調整



## Week 4: Dealmaking



Date Time	12-Oct. Sat	13-Oct. Sun	14-Oct. Mon	15-Oct. Tue	16-Oct. Wed	17-Oct. Thu	18-Oct. Fri	19-Oct. Sat	20-Oct. Sun
10 : 00   12 : 00 am	Amsterdan Nemo and other places	Free	Competitive analysis and partner analysis	How to go global ? EU proposition developing	THINC - Proosition in validation & health technology assessment (HTA)	Successful scale to Dutch Market	Prepare pitch and Deal making	Free	Travelling to Taiwan
13 : 00   15 : 00 pm	Free		Investor decisionmaking	Work on business proposition	Visit UMCU and presetation e- learning models/needs	Work on business proposition	Closing event / Happy hour		
15 : 00   20 : 00 pm			DGG approach	Work on business proposition	Culture event	Work on business proposition	Evaluation foto moment/ closing event		

\*\*每日活動行程會按當時情況有些微調整

# 收費資訊

## 費用包含



行政統籌及活動規劃



一個月(4週)所有課程



專業業師輔導諮詢



商機媒合會

早鳥優惠價  
請來信洽詢

※機票、住宿、當地交通費及生活費敬請自理。  
(機票來回約TWD\$20,000- TWD \$30,000/趟)  
(歐洲生活費食、宿、交通平均行情約TWD \$10,000/日)

**Fee \$ 30,000 EUR**

## Contact us

### Tiger Accelerator 台荷加速器

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