



AMCHAM TRADE MISSION

ADELAIDE | SOUTH AUSTRALIA
29 - 30 APRIL 2021





ABOUT

OVERVIEW

Australia and the United States are world leaders in healthcare. Working together to tackle the Coronavirus pandemic, US and Australian companies, universities and researchers have put the spotlight on the importance of collaboration.

South Australia has many competitive advantages for organisations ready to build on current opportunities. For the first time ever, AmCham Australia will travel to Adelaide for a Trade Mission. The high-level group will explore the innovation and excitement in Adelaide's high-tech medical precincts and hear firsthand from state leaders capable of supporting business expansion and job creation. Led by US Consul General Michael Klein and AmCham CEO April Palmerlee, this is a unique opportunity to expand horizons, build networks and explore business opportunities.

INTRODUCTION

Many of today's business challenges require a fundamental shift in strategies, technology, innovation and reform.

Now is the time to learn about the possibilities available in our own country. Help your business improve competitiveness, productivity, and capacity by exploring exciting innovation precincts in South Australia that are on the cutting edge of discovery, new ideas, and creativity.

AmCham's program brings together the brightest minds to showcase South Australia's competitive advantages in the health and medical sectors. Discover new opportunities in pharma, AI and digital health, clinical trials and medical devices.

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South Australia has the track record, capability and ambition to continue its global leadership in the development of unique medical technologies and services.”

- Premier Steven Marshall

BACKGROUND

The United States and Australia benefit from a robust economic and strategic relationship underpinned by shared democratic values, common interests, and cultural affinities. Business, academic, and cultural ties are vibrant and strong. As the largest foreign investor in Australia, US companies play a vital role in providing the latest medical technologies, supporting R&D, and employing thousands of Australians in the health industry

Future investments are set to focus on digital technologies in health including software, service delivery, and robotics which can improve safety with certain medical procedures. US companies invest directly in Australian health care start-ups, stimulating business growth and helping to accelerate the delivery of life-changing products to patients.



Known as the 'science state', South Australia is home to some of the world's best scientists. It is their passion for discovery and commitment to innovation that is creating new futures for communities across the globe. South Australia understands that STEM education and research are at the heart of growth in new industries, new jobs and skills, and a stronger economy.

- Prof. Caroline McMillen, SA Chief Scientist



WHY ADELAIDE?

Adelaide's vibrant health ecosystem and support networks foster cooperation and vibrant relationships across the health sector and related industries. South Australia thrives on:

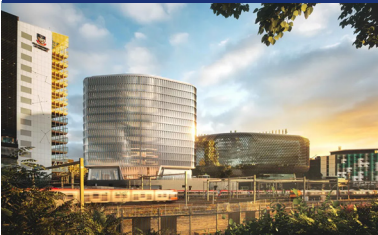
- ✓ AI and digital health capital for Australia demonstrated by MIT Living Labs and Carnegie Mellon University setting up bases locally;
- ✓ A national defence spend that is developing workforce, skills, and R&D across multiple sectors;
- ✓ The location of the Australian Space Agency, its workforce, and providers;
- ✓ The Australian Institute for Machine Learning (AIML) as one of world's best research groups in artificial intelligence, computer vision and machine learning; and
- ✓ The first proton therapy unit in Australia

SITE VISITS



The AmCham Health Familiarisation Tour will highlight the growth and development in Adelaide's sophisticated, richly networked innovation precincts.

ADELAIDE BIOMED CITY



Adelaide BioMed City is the largest health precinct in the Southern Hemisphere. It co-locates institutions from research, education and clinical care in a precinct in the heart of Adelaide. BioMed City includes the Royal Adelaide Hospital (RAH), Australia's first proton therapy unit, a centre for cancer research and more.

SOUTH AUSTRALIAN HEALTH AND MEDICAL RESEARCH INSTITUTE (SAHMRI)



SAHMRI is South Australia's first independent flagship health and medical research institute. Home to more than 800 medical researchers, students and partners, working together to tackle the biggest health challenges in society today.

LOT FOURTEEN



Lot Fourteen is "where ideas and innovation come to life". As Australia's first innovation neighbourhood, Lot Fourteen is home to some of the world's leading names in emerging technology including the Australian Space Agency, the Australian Institute for Machine Learning, the Australian Cyber Collaboration Centre, SmartSat CRC, MIT Living Labs and the Institute for Protonics and Advanced Sensing.

TONSLEY INNOVATION DISTRICT



Tonsley is recognised as the global benchmark for reimagining and redeveloping traditional manufacturing facilities. Australia's most awarded innovation district creates opportunities to partner with leading-edge research and education institutions, established businesses and start-ups, business incubators and accelerators, as well as government and the wider community.

LEADERS

US Consul General Michael Kleine and AmCham CEO April Palmerlee will co-lead the tour in collaboration with MTAAC CEO Ian Burgess.



MICHAEL KLEINE
US Consul General to
VIC, SA, TAS and NT



APRIL PALMERLEE
CEO
*American Chamber of
Commerce in Australia*



IAN BURGESS
CEO
*Medical Technology
Association of
Australia*

Confirmed meetings include:

- Hon Stephen Patterson MP - Minister for Trade and Investment
- Prof Nicola Spurrier - Chief Public Health Officer, *SA Health*
- Prof Caroline McMillen - *Chief Scientist South Australia*
- Raymond Spencer - Chair, *SAHMRI* and Chair, *The Global Centre for Modern Aging (GCMA)*
- Yvette van Eenennaam - General Manager, *Adelaide BioMed City*
- Dr Terry Sweeney CMG - CEO, *Digital Health Cooperative Research Centre*
- Jane Kelly - CEO, *CMAX*
- Yvonne Lungerhausen - CEO, *Avance Clinical*
- Dr Johan Verjans - Deputy Director, Medical Machine Learning, *Australian Institute for Machine Learning (AIML)*
- Prof. Karen Reynolds - Director, Medical Device Research Institute (MDRI) and Medical Device Partnering Program, *Flinders University*



+ MANY MORE TO BE ANNOUNCED - CHECK BACK FOR REGULAR UPDATES

INVESTMENT

AmCham Member: \$1,250 | Non-Member: \$2,500

INCLUSIONS

- ✓ All meals and receptions (lunch, reception and dinner on Thursday, breakfast and lunch on Friday)
- ✓ Luxury accommodation at the Adelaide InterContinental Hotel (Thursday night)
- ✓ Ministerial meetings
- ✓ Tours and site visits
- ✓ Ground transport between meetings

*Airfares, airport transfers, and additional hotel nights are **not included** but can be arranged if required. Please enquire.*

	THURSDAY 29 APRIL	FRIDAY 30 APRIL
AM	Official Welcome Adelaide BioMed City SAHMRI	Tonsley Innovation District
LUNCH	Lunch	AmCham Industry Lunch with Professor Nicola Spurrier
PM	Lot Fourteen	
DINNER	Dinner	Tour Concludes at 3PM - Post Lunch

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Our Government is committed to facilitating projects which support the economic growth of the sector and the state,”

- Minister of Trade and Investment Stephen Patterson MP



GET IN TOUCH

For more information or to register your interest as a delegate please contact:

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