



Department for  
Business & Trade

# MADE IN THE UK SOLD TO THE WORLD



## Healthcare Trade Mission to Healthy Ageing Summit in Turkey



**Event date:** 26 September 2024, Istanbul



**Register** [here](#)

\*The closing date for registration is 12 August.



The Department for Business and Trade (DBT) is delighted to invite businesses from across UK to submit an expression of interest to participate in a trade mission to Türkiye. The programme is designed for healthcare and life sciences companies who are exporting healthy ageing related goods and services.

### **About the Turkey Market**

The Turkish market will expand in short & medium term mainly due to the ageing population and weakness of preventive healthcare services in the market. We aim to position UK as the gate opener.

Public sector, main buyer in healthcare, has started to take early steps to tackle the challenge. Private and public healthcare groups and universities are developing healthy ageing solutions/innovations/centres. The endeavours are in crawling stage so there is an opportunity to establish early partnerships and trade opportunities. There is potential in every segment of healthy ageing related activities.

### **Who should attend?**

Healthy Ageing is a cross-cutting headline that gives flexibility to entail multiple companies in various subsegments in healthcare sector. Digital health companies, medical devices companies, pharmaceutical companies and even hospitals and care houses are welcomed to the event.

Big Turkish hospitals, universities, medical schools, healthcare companies alongside with big UK companies operating in Turkish market will be present in the event.

### **Why should you join this trade mission?**

UK-Turkey Healthy Ageing Summit will be first time event in this area combining discussions on policy making and policy execution in Turkish market. It is also the first event organized by business circles with an opportunity for B2B networking.

DEIK, the high-level commercial diplomacy association of Turkey will be co partnering in the event which will provide the widest outreach/audience in Turkish market for UK healthcare and life sciences companies.





### **Costs**

Delegation members will be required to pay for their own travel, subsistence and hotel costs. There is no additional participation charge.

Places on this trade mission are limited. Please use the link below to view further information or to express your interest in joining us today, free and without obligation. Registration closes on the 12th August 2024. If you have any questions please contact [Ceren.Angili@fcdo.gov.uk](mailto:Ceren.Angili@fcdo.gov.uk)

**Please note:** by expressing interest your place is not confirmed. You will need to complete a full application form and have your place allocated by DBT's Sector Team.