CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

GlobalRika



2027 CALIFORNIA

HEALTHCARE TRADE MISSION

SOUTH KOREA

March 15-21, 2027 | KOREA

GO-Biz invites up to six California healthcare companies and four California economic development organizations to join the 2027 California Healthcare Trade Mission to South Korea, anchored by the Korea International Medical & Hospital Equipment Show (KIMES) 2027 in Seoul. The trade mission will include market briefings, targeted business meetings, site visits, attendance at the KIMES trade show, and a California networking event .

1,490+
Exhibitors

$1.5B+
Korea Market Consultations

$187M+
Korea Market Contracts

75,000+
Visitors

WHY JOIN THIS MISSION?

- Enter a market on the rise — Korea's biohealth sector is projected to nearly double by 2029
- Meet buyers already importing — Korea's healthcare imports from the U.S. grew by approximately 12% in 2025
- Skip the cold start — 8 pre-vetted B2B meetings and 5 site visits, set before you land
- Anchor at KIMES 2027 — one of Asia's largest medical trade shows, plus a California pitch reception
- Build trust the Korean way — face-to-face, sample-in-hand meetings that move deals
- A local team behind you — handling bilingual coordination, interpretation, and follow-up

Trade Mission Package includes*:

- Up to 2 representatives to join the trade mission per company
- Shared California pavilion booth at KIMES trade show between March 18 to 21, 2027
- Eight pre-vetted B2B meetings for each participating company
- Five business site visits or group meetings with Korean healthcare stakeholders
- KIMES 2027 participation and market engagement opportunities
- Sample-based product meetings and in-person buyer discussions
- California healthcare networking reception
- English/Korean delegation brochure
- Interpretation, group transportation for official activities, on-site coordination, and post-mission follow-up

Activities are subject to change

Not Included:

- International travel and insurance
- Hotel in Seoul (Hotel recommendation will be provided)
- Meals not included in group site-visit activities or the reception

MISSION AT A GLANCE

Cost $4,000 per company (Cover up to two representatives per organization)

Cohort 6 approved CA small businesses

Registration Deadline December 15, 2026

*Applications will be reviewed on a first-come, first-served basis and may close earlier if all spaces are filled. Please do not wait until the deadline — apply at your earliest opportunity.

Business Registration Link

https://step.business.ca.gov

Start a new application for "STEP Event" and be sure to select "2027 South Korea Healthcare Trade Mission" from the list of activities on the event selection page.

Contact

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Organized by

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