

2027 CALIFORNIA

HEALTHCARE TRADE MISSION SOUTH KOREA

Mar. 15–19, 2027 | KOREA

GO-Biz invites up to six California healthcare companies to join our 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 in-country briefing, targeted B2B company-visit meetings, attending KIMES trade show and have on-site meetings, and a networking event where participating companies can pitch their products to potential Korean buyers, customers, and partners. ([Trade Show Website](#))



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 — Asia's largest medical show, 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 cost include*:

- Up to 2 representatives to join the trade mission per each company.
- 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 \$3,300 per company
 (Trade Mission only)
 \$3,000 per company
 (Trade Mission — for
 Export Training Program
 participants)

Cohort 6 approved CA small
 businesses

Registration Deadline October 30, 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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