The German Market for Digital Health & Care
Digital Health & Care 4.0

• Nordic Solutions to Global Challenges
• Cluster-2-Cluster Collaboration
• 6-steps to the German Market for Health & Care Technology
Introduction

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The insights you need to make a GO or NO-GO decision.

**Step 1.** German Market introduction seminar *(Feb 2019)*

**Step 2.** Webinars giving you in-depth knowledge about the German market and the German business culture *(Mar-Jun 2019)*

**Step 3.** Deep Dive visit to the health and care market in Hannover, Germany *(Sep 2019)*

**Step 4.** MAST evaluation. Benchmark your products against the German market *(Oct-Dec 2019)*

**Step 5.** 1-to-1 market validation from German Experts: What should be your next move *(Jan 2020)*

**Step 6.** Joint Nordic exhibition at Altenpflege 2020 – feedback from potential buyers *(Mar 2020)*
Who

• Denmark's largest cluster for health and care technology
• Building bridges between private companies and public organisations
• National with international scope
Members in 2019

- Companies: 70%
- Municipalities: 13%
- Knowledge/education: 8%
- Public/hospitals: 5%
- Interest organisations: 4%

Yellow: Companies
Gray: Knowledge/education
Purple: Interest organisations
The Danish concept “welfare technology”

Technologies and digital solutions that enhance the quality of life and efficiency in society
Minimising risk factors and monitoring diseases

Treatment in hospital

Rehabilitation and treatment via telemedicine

Care at home

Maintain independence with high quality of life
Demantec

- Danish-German dementia collaboration
- Adaptation and further development of technologies that create better care services for people suffering from dementia, their relatives and staff
- Knowledge of the Danish and German markets

Demantec offers:
- Knowledge about dementia care and dementia solutions
- Network meetings and networking
- Opportunity to become a network partner

www.demantec.eu
ILDA-Care

• Danish-German collaboration on intelligent logistics, digitisation and automation of work processes within home care and nursing homes
• Promotion of collaborative relationships between players in the Welfare Tech cluster (Denmark) and players in the BioRegion STERN cluster (Germany)

ILDA-Care offers:
• Development of new cross-sectoral products and services
• New commercial, investment and/or development partnerships
• Development of the Danish-German partnerships
Digital Health & Care 4.0

• Nordic cluster-to-cluster collaboration
  - Access to the German market
  - Insight into needs for digital healthcare in Germany
  - Network to Nordic companies and German experts

• Structured path
  - Pre-seminars about the German market for healthtech and digital care
  - Webinars about dos and don’ts of the German market
  - Deep dive in Hannover
  - Marked validation based on MAST
  - Exhibition at German fair
Thank you for your attention

WelfareTech
Collaborative Innovation

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