



Introductory meeting

An introductory meeting will be held on Tuesday 23rd August 2016 for interested companies.

Place

Danish Export Association,
Lysbrohøjen 24,
8600 Silkeborg.

Time

10:00 - 11:30 AM

Registration

Register to participate in the introductory meeting by [clicking here](#) or by contacting one of the contacts at the bottom of this page.

Pre-registration is required.

Price

Participation in the introductory meeting is free of charge but registered participants who fail to show up will however be charged a no-show fee of DKK 400 + 25% VAT.

Intelligent hospital logistics

- Strategic business-/sales alliance in Germany

In 2016 the German Government will adopt the new *Krankenhausreform* which is intended to equip the German healthcare sector to meet the challenges ahead. German hospitals require innovative solutions to help improve efficiency and quality. In this context there are huge opportunities for Danish companies with expertise in automating and streamlining hospital logistics.

Denmark has a world-class reputation in regards to safety, efficiency, digitalization and automation in the healthcare sector. This is rooted in a strong tradition and history of close collaboration and partnerships between the public healthcare system and private sector.

Focus on automating hospital logistics.

Intelligent hospital logistics combine existing technologies to create a fully automated infrastructure with integrated transport, stock and track & trace systems. The target is to streamline the supply and access to consumables, devices and equipment through simple, reliable and intelligent solutions. The German hospital sector is expected to invest heavily in upgrading their hospital infrastructure and optimize the processes in the years to come. The Bavaria ministry for health is investing 2 billion Euros in 126 hospital projects from 2015 – 2019.

These investments offer brand new opportunities to re-think and implement new solutions to meet the demand for ongoing efficiency improvements. In addition, much effort is being put into R&D projects within hospital logistics and optimizing the processes.



Strategic sales alliance

The Danish Consulate General in Munich and Danish Health Tech Group are organizing a strategic business alliance program with activities through 2016-2017. This strategic alliance will consist of a carefully selected group of 5-8 companies, who can complement each other within their respective fields of expertise and know-how.

Participants in this alliance must have a strong track record in their respective fields within intelligent hospital logistics, and will be selected based on the complementarity between them. Furthermore, the companies are required to be export-mature and have the resources required to participate in the alliance.

Participants in this initiative should be willing and able to support each other though knowledge sharing within the fields of system solutions and intelligent hospital logistics. The aim of the alliance is to be able - in a joint collaboration - to offer turn-key solutions for specific projects in Germany. The goal is to strengthen awareness among key German stakeholders about Danish expertise within intelligent hospital logistics and ultimately, for the participating companies to win new business.

Timing and program

The alliance will be formed in 2016 and preparation, knowledge-sharing and market visits will take place in the second half of 2016. The program will consist of a number of activities such as:

- A hospital logistics seminar organized in cooperation with e.g. The Bavaria Ministry of Health, Bayerische Krankenhausgesellschaft e.V., Fraunhofer IML, Meierhofer AG.
- Visit to hospitals in Munich/Bavaria which will undergo a major upgrade
- Meeting with local health authorities in Bayern
- A study trip to Denmark for key German stakeholders involved in hospital logistics

Once the participating companies have signed up and the alliance has been established, an introductory meeting will be held to decide on the final program and activity plan going forward depending on needs and wishes.



Danish Health Tech Group is a part of the Danish Export Association - the largest organizer in Denmark of activities, networking and courses with export focus. We offer customer related export network, export promotion, market knowledge, training and consulting. The Danish Export Association is a non-profit, member-owned and member-driven association. Our company members have 49% more export than the average Danish exporter.



Benefits of participating in the alliance

- Awareness building around your value proposition
- Knowledge of specific opportunities/projects
- Lead generation
- Improved positioning with key decision makers involved in specification and purchasing
- Relationship building with these decision makers
- Knowledge and lead sharing with the other members of the alliance
- Preparation of the market for future purchases

Price

This program is subsidized by up to 50% by the Danish Trade Council. The price to participate is dependent on the number of companies who join the alliance.

No. of participating companies	Price per company incl subsidy (excl. VAT)
5	DKK 28.500
6	DKK 23.500
7	DKK 20.100
8	DKK 17.600

These prices include the organization of the key program elements as described earlier. Company representatives are required to cover own travel expenses and meal costs.

Introductory meeting

An introductory meeting for interested Danish companies will be held on Tuesday 23 August 2016 from 10:00 - 11:30 hrs. at Danish Export Association, Lysbrohøjen 24, 8600 Silkeborg.

Registration

Register to participate in the introductory meeting by [clicking here](#) or by contacting either of the following contacts:

Thomas Andersen
Head of Danish Health Tech Group
Danish Export Association

Tel: +45 2447 8502
thomas.andersen@dk-export.dk

Anne Katrine Greisen
Commercial Advisor - Health
Royal Danish Consulate General,
Munich

Tel: +49 171 309 6515
annegr@um.dk



Danish Health Tech Group is a part of the Danish Export Association - the largest organizer in Denmark of activities, networking and courses with export focus. We offer customer related export network, export promotion, market knowledge, training and consulting. The Danish Export Association is a non-profit, member-owned and member-driven association. Our company members have 49% more export than the average Danish exporter.