



# DESIRE INTERNATIONALISATION STRATEGY

## THE UK & UAE DIGITAL HEALTH MARKETS

October 10, 2023 | 10-11 AM CET  
online

### AGENDA

- |                 |  |
|-----------------|--|
| 10:00 a.m.      | Short introduction: DESIRE internationalisation strategy<br><b>Lisa-Maria Katholnig</b>   ICS Internationalisation Center Styria |
| 10:10 a.m.      | Keynote 1: News update UK digital health market<br><b>Peter Pesl</b>   Head of Technology & Innovation, Advantage Austria London |
| 10:30 a.m.      | Keynote 2: News update UAE digital health market<br><b>Johannes Brunner</b>   Trade Commissioner, Advantage Austria Abu Dhabi    |
| 10:50 a.m.      | Q&A session  |
| 11:00           | <i>End of webinar</i>  |
| 11:00-1:00 p.m. | B2B sessions<br>use the chance to book your individual meetings  |

Version: 2023-09-11 | Subject to modifications!

