



## DESIRE TRADE MISSION UK

London calling for YOUR e-health solutions!

April 23 to 25, 2024 | PROGRAMME

TUESDAY, APRIL 23, 2024

### FLIGHT RECOMMENDATION

Provided by the DESIRE project partners | depending on the country of departure:  
Austria, France, Poland or Romania

- **Austrian companies:** ICS, Lisa-Maria Katholnig | T+43 316 601 417 | [lmk@ic-steiermark.at](mailto:lmk@ic-steiermark.at) or Karin Höbbling | T+43 316 601 776 | [kh@ic-steiermark.at](mailto:kh@ic-steiermark.at)
- **Romanian companies:** Cluj IT, Mihaela Aluas | T+40 723 572 016 | [mihaela.aluas@clujit.ro](mailto:mihaela.aluas@clujit.ro) or Andreea Apostu | [andreea.apostu@clujit.ro](mailto:andreea.apostu@clujit.ro)
- **Polish companies:** Interizon, Jaroslaw Parzuchowski | T+48 504 817 008 | [jaroslaw.parzuchowski@interizon.pl](mailto:jaroslaw.parzuchowski@interizon.pl)



- **French companies:** EUROBIOMED, Morgane Miltgen | T+33 6 98 30 82 62 | [morgane.miltgen@eurobiomed.org](mailto:morgane.miltgen@eurobiomed.org)

**For AUSTRIAN COMPANIES:**

6:20-9:40 a.m. **FLIGHT FROM GRAZ TO LONDON**

LH 1267 23APR Graz-Frankfurt 6:20-7:40 A.M.

LH 902 23APR Frankfurt-London Heathrow 9:00-9:40 A.M.

**TO BE BOOKED INDIVIDUALLY – SUBJECT TO MODIFICATION**

**INDIVIDUAL ARRIVAL AND CHECK-IN OF THE GROUP**

@Hotel [Royal National Bedford London](#), 38-51 Bedford way London WC1H 0DG

1:15 p.m. **MEETING @HOTEL LOBBY**

30 minutes trip with subway – PICCADILLY LINE to Advantage Austria London (STATION Russell Square to STATION South Kensington)

2:00 p.m. **WELCOME | DESIRE TRADE DELEGATION IN LONDON**

@Advantage Austria London office, 45 Princes Gate (Exhibition Road) SW7 2QA  
Get-together of the whole group & sandwich lunch

*Short walk (5 minute by feet) to the Imperial College London*

2:30 p.m. **SITE VISIT [IMPERIAL COLLEGE LONDON](#)**

@Exhibition Road, South Kensington, London SW7 2BX  
Impulse talks by representatives of the Imperial College NHS Trust or an NHS hospital | Guided tour through the e-health/medical technology research laboratories | networking with further interesting health institutions (tbd)

*Short walk (5 minutes by feet) to the Science Museum London*

4:30 p.m. **DISCOVER MEDICAL LONDON: [SCIENCE MUSEUM](#)**

@Exhibition Road, South Kensington, London, SW7 2DD  
Visit & guided tour through the Science Museum London (tbc) | get to know an international capital of medicine

*Short walk (5 minutes by feet) to Advantage Austria London*





- 6:30 p.m. **EVENING RECEPTION & NETWORKING DINNER**  
@Advantage Austria London office, 45 Princes Gate (Exhibition Road) SW7 2QA  
Official reception and networking event with high-level local companies, authorities and stakeholders in the e-health sector (tbc)
- 8:30 p.m. **END OF DAY 1 | INDIVIDUAL RETURN or NIGHTCAP IN A PUB**  
Individual programme OR nightcap in a typical British pub (tbd)  
Return to the hotel: cab-sharing or subway (PICCADILLY LINE: STATION South Kensington to STATION Russell Square)

**WEDNESDAY, APRIL 24, 2024**

- 6:30-7:30 a.m. **INDIVIDUAL BREAKFAST**
- 8:00 a.m. **MEETING @HOTEL LOBBY | TRADE FAIR DIGITAL HEALTHCARE SHOW**  
20-minute walk and 15 minutes trip with subway: ELIZABETH LINE to Exhibition Centre London (STATION Tottenham Court Road to STATION Custom House)
- 9:00 a.m. **TRADE FAIR VISIT | PART 1**  
@ExCeL London | Royal Victoria Dock, 1 Western Gateway, London E16 1XL  
**ATTENTION! THE TICKETS FOR THE TRADE FAIR MUST BE BOOKED BY EVERY PARTICIPANT INDIVIDUALLY: Digital Healthcare Show 2024**  
[\(\[circdata.com\]\(http://circdata.com\)\)](http://circdata.com)  
  
Individual registration of participants and collection of badges | 1-2 common meetings organized by Advantage Austria London (tbd) | individual selection of presentations and visits to exhibition stands ([PROGRAMME](#))
- 12:00 **COMMON LUNCH**
- 1:00 p.m. **TRADE FAIR VISIT | PART 2**  
@ExCeL London | Royal Victoria Dock, 1 Western Gateway, London E16 1XL  
1-2 common meetings organized by Advantage Austria London (tbd) | individual selection of presentations and visits to exhibition stands
- 5:00 p.m. **LEISURE TIME**
- 7:00 p.m. **COMMON DINNER**  
@a typical British pub (tbd)





8:30 p.m. **END OF DAY 2 | INDIVIDUAL RETURN TO THE HOTEL**

**THURSDAY, APRIL 25, 2024**

6:30-9:00 a.m. **INDIVIDUAL BREAKFAST & CHECK OUT**

9:30 a.m. **PREDEFINED B2B MEETING SESSIONS**  
@Hotel [ROYAL NATIONAL BEDFORD LONDON](#), meeting room (tbd)  
30-minute meetings according to pre-defined time schedule

Please fill in the **COMPANY PROFILE** in advance, so that our partners in London can find your perfect business match!

12:30 p.m. **LUNCH**

1:30 p.m. **INDIVIDUAL DEPARTURE**

**FLIGHT RECOMMENDATION**

Provided by the DESIRE project partners | depending on the country of departure: Austria, France, Poland or Romania (contacts see above)

**For AUSTRIAN COMPANIES**

5:30-11:30 p.m. **FLIGHT FROM LONDON TO GRAZ**  
LH 915 25APR London Heathrow-Frankfurt 5:30-8:05 P.M.  
LH 1266 25APR Frankfurt-Graz 10:10-11:30 P.M.

**TO BE BOOKED INDIVIDUALLY – SUBJECT TO MODIFICATION**

**COSTS | TERMS AND CONDITIONS FOR PARTICIPATION**

Participation fee: **800 EUR** per person, covering participation in the programme according to the current draft, including hotel room for two nights, comprehensive support from ICS (Internationalization Centre Styria) and Advantage Austria London, several meals and guided tours.

Costs are based on the January 2024 rates. Minor price adjustments may still occur due to fluctuating fees, expenses, exchange rates, and fuel prices, among other factors. The invoicing of the participation fee will be handled by the Internationalization Centre Styria, in collaboration with the travel agency Sky Reisen.





## FUNDING POSSIBILITIES

Please contact your support organisation in good time BEFORE your trip for advice on possible national funding opportunities:

- **Austrian companies:** ICS, Marion Kikinger | T+43 316 601 703 | [marion.kikinger@ic-steiermark.at](mailto:marion.kikinger@ic-steiermark.at)
- **Romanian companies:** Cluj IT, Mihaela Aluas | T+40 723 572 016 | [mihaela.aluas@clujit.ro](mailto:mihaela.aluas@clujit.ro) or Andreea Apostu | [andreea.apostu@clujit.ro](mailto:andreea.apostu@clujit.ro)
- **Polish companies:** Interizon, Jaroslaw Parzuchowski | T+48 504 817 008 | [jaroslaw.parzuchowski@interizon.pl](mailto:jaroslaw.parzuchowski@interizon.pl)
- **French companies:** EUROBIOMED, Morgane Miltgen | T+33 6 98 30 82 62 | [morgane.miltgen@eurobiomed.org](mailto:morgane.miltgen@eurobiomed.org)

## CONDITIONS OF PARTICIPATION AND CANCELLATION

The registration deadline is March 22, 2024. Registration is only valid after written confirmation by the ICS team. For organizational reasons, the number of participants is limited. The time of registration and suitability for the objectives of the trip are decisive. We endeavour to ensure a balanced composition of the group. This draft program is an initial preview of the dates, subject to change.

**CANCELLATION POLICY:** If you cancel your participation in writing to the Internationalization Centre Styria before February 22, 2024, a cancellation fee of EUR 400 will be charged. After February 22, 100% of the costs will be charged. **We recommend that you take out travel cancellation insurance.** In addition, the general terms and conditions of the ICS for events abroad apply and are available online. Participants are responsible for complying with the then applicable regulations for entry into the United Kingdom and Austria / France / Romania / Poland.

## CONTACTS

### ICS Internationalisation Center Styria

Lisa-Maria Katholnig | [lmk@ic-steiermark.at](mailto:lmk@ic-steiermark.at) | M +43 664 81 79 376

Karin Hölbling | [kh@ic-steiermark.at](mailto:kh@ic-steiermark.at) | M+43 664 81 79 274

draft programme – subject to modification

