

PITCH, CONNECT & EXPLORE OPPORTUNITIES

DIGITAL HEALTH MARKETS IN EUROPE & THE UK

November 27, 2024 | 10 AM – 15:00 PM CET
Online @ [the DESIRE platform](#)

AGENDA

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| 10:00-10:10 a.m. | Short introduction: DESIRE connects & builds opportunities
Karin Hoelbling ICS Internationalisation Center Styria |
| 10:10-10:40 a.m. | UK Pitches
6 innovative UK companies pitch their products |
| 10:40-11:10 a.m. | DESIRE Pitches
6 companies funded by the DESIRE project pitch their projects |
| 11:15 a.m. | <i>Parallel session 1: Entering the Austrian Healthcare Market</i>
Austria as a test market for Europe – Regulations and Reimbursement
Lorenz Neuhäuser Human.technology Styria t.b.c.
Maya Halebic Senior Trade Adviser, British Embassy Vienna t.b.c. |
| 11:15 a.m. | <i>Parallel session 2: Services of Innovate UK</i>
How European companies benefit from Innovate UK Services
<i>t.b.d.</i> |
| 12:00-3:00 p.m. | B2B – Prebooked meetings
Find your business match among >350 DESIRE companies! |

Version: 2024-09-23 | Subject to modifications!