

# PITCH, CONNECT & EXPLORE OPPORTUNITIES

## DIGITAL HEALTH MARKETS IN EUROPE & THE UK

November 27, 2024 | 10 AM – 3 PM CET  
Online @ [the DESIRE platform](#)

### AGENDA

- |                  |   |
|------------------|---|
| 10:00-10:10 a.m. | Short introduction: DESIRE connects & builds opportunities<br><b>Karin Hoelbling</b>   ICS Internationalisation Centre Styria   |
| 10:10-10:40 a.m. | UK Pitches<br><b>6 innovative UK companies pitch their products</b>   |
| 10:40-11:10 a.m. | DESIRE Pitches<br><b>6 companies funded by the DESIRE project pitch their projects</b>  |
| 11:15 a.m.       | <i>Parallel session 1: Entering the Austrian Healthcare Market</i><br>Austria as a test market for Europe – Regulations and Reimbursement<br><b>Gerlinde Gahleitner</b>   Director Western Europe, Austrian Business Agency<br><b>Maya Halebic</b>   Senior Trade Adviser, Department for Business and Trade, British Embassy Vienna            |
| 11:15 a.m.       | <i>Parallel session 2: Explore collaboration opportunities between European markets and the UK</i><br>Current Health sector initiatives and Enterprise Europe Network through Innovate UK Business Growth support.<br><b>Neil Toner</b>   Health Innovation Yorkshire & Humber<br><b>Angelina Markousi</b>   Innovate UK Business Growth t.b.c. |
| 12:00-3:00 p.m.  | B2B – Prebooked meetings<br><b>Find your business match among &gt;350 DESIRE companies!</b>   |