

DANISH HEALTH IT DELEGATION TO CHINA

INNOVATION CENTER DENMARK, SHANGHAI



Healthy relations between China and Denmark



Itinerary Overview (tbc)

Wednesday, 7th March 2012

- Arrival in Shanghai, briefing and advisory board

Thursday and Friday, 8-9th March 2012

- Shanghai: Workshop, seminar and matchmaking

Monday-Tuesday 12-13th March 2012

- Shenzhen/Hong Kong: Workshop, seminar and matchmaking

Contact

To get more information about the trip please do not hesitate to contact:

Dorthe Kjær Pedersen

UNIK

Telephone: (+45) 2498 4155

E-mail: dkp@mmmi.sdu.dk

Martin Stenfeldt

Medico Innovation

Telephone: (+45) 8870 8832

E-mail: mst@medico-innovation.dk

Lotte Fuglsang Nielsen

AAU Innovation

Telephone: (+45) 9940 8088

E-mail: lfn@adm.aau.dk

Rasmus Duong-Grunnet

Innovation Center Denmark

Telephone: (+86 21) 6085 2008

E-mail: rasduo@um.dk

Lars Christensen

Innovation Center Denmark

Telephone: (+ 86 21) 6085 2003

Mail: larsch@um.dk

From **March 7-13 2012** a group of partners will organize the first national Danish Health IT delegation to China. The program is developed and executed in collaboration with Innovation Center Denmark, Shanghai. The delegation will be centred on visits in Shanghai and Shenzhen/Hong Kong where delegation members will meet and connect with more than 100 representatives from Chinese companies, universities and government organizations.

The central challenge that will be studied and addressed is the following: China is increasingly looking for health care solutions that can assist patients who are not in the same physical location as the health practitioner. This can be due to large distances and rural area environments, but also because Chinese families are very tight and many prefer to have their elders at home, but of course still want access to quality medical care. Additionally, China is experiencing challenges similar to what we know from Denmark of addressing chronic diseases and developing clever and innovative solutions for patients.

The technologies and focus areas are thus:

- Chronic diseases (diabetes, heart patients, COPD patients) and IT solutions for these
- Tele-medicine and homecare
- Electronic patient journals
- Data management (including sensors, data-transmission, wireless)

The elements of the delegation will include:

- A briefing on China and Chinese Healthcare environment
- An advisory board with Chinese industry experts
- Two seminar and workshops – in Shanghai and Shenzhen
- Site visits and in-group workshops

As the first of several activities aimed at developing innovative partnerships between Chinese and Danish actors in the health IT sector, the delegation will be supported through a number of follow-up activities during 2012.

What does it cost?

Every participant is responsible for covering own travel and accommodation expenses.

Price structure for companies:

- Participation: 15.000DKK.
- SMEs can apply for an Innovation Start Package which reduces the participation fee to 10.000DKK and include additional hours of post-delegation consultancy for follow-up.
- SMEs in the region of Northern Jutland can apply for funding from The Global Programme in Northern Jutland.

We are currently applying for funding that will lower the cost for SME participation if granted.

Sign-up latest the 15th of January 2012 by contacting one of the contact persons.