

Invitation

On Wednesday 21 October, the 5th Health@Home learning event is taking place during the Dutch Design Week (DDW) in Eindhoven (the Netherlands):

Export Opportunities in China for Smart Health Innovations

At the beginning of this year partners in the Health@Home community and Coral concluded that there are opportunities outside Europe for scaling up Smart Health innovations. The fact that opportunities also exist in China transpired during the Mobile Health Summit last July in Shanghai which Coral was invited to speak at. We would like to create concrete follow-up to the knowledge, contacts and experiences we acquired in China, and involve **you!**

We therefore warmly invite you to attend our fifth international impact session on 21 October during the Dutch Design Week in Eindhoven (NL): **Export Opportunities in China for Smart Health Innovations.**



This session is a coproduction of the **Brabant Health@Home community** and **Coral** (Community of Regions for Assisted Living) together with **China Connected Health Alliance** (CCHAlliance) and **European Connected Health Alliance** (ECHAlliance).

Doing business in China

Scaling up in China is guaranteed to be successful for a number of reasons:

- The rapidly ageing Chinese society: in 2010 there were 120 million people aged 65+. The expectation is that, by 2030, there will be more elderly people in China than the entire population of the USA today.
- The Chinese one-child policy that results in the 4:2:1 problem which means that a single working person has to care for 4 grandparents plus 2 parents.
- The cultural idea of the family having to care for the elderly as well as the migration of young people to the cities is increasing the demand for solutions that support care at home.
- The Chinese think it is quite normal to purchase smart health innovations.
- A top-down implementation approach, with considerable investment budgets for the growing private market.

Specific contacts with key figures that have direct access to the Chinese Health market are crucial, meaning both the public and the private market. For that reason we have managed to find a number of **key figures** from China who are prepared to sit on the expert panel.

Among them are financial experts as well, because the opportunities in China may be huge, yet they require considerable investments.

Members of our expert panel are:

- **Brian O'Connor**, Chair of the European Connected Health Alliance (ECHAlliance) and shareholder of the China Connected Health Alliance (CCHAlliance)
- **William Kilque**, Sales Accelerator JUMO Group, Shanghai
- **Mark Ennis**, Chairman of Invest Northern Ireland
- **Yuan Lu**, Associate Professor Eindhoven University of Technology, dept. Industrial Design

Living Labs from home and abroad will also join us in the session. They can demonstrate the impact and scalability in various contexts. This is important to generate interest in Smart Health innovations among investors and purchasers.

In addition, **two inspiring speakers** will share their daily experiences with, and knowledge about, collaborating with Chinese partners.

Pitches for 'Excellent Smart Health Innovation Award'

During this impact session, various entrepreneurs will pitch their products and services, after which they will receive feedback from the expert panel. Then you, and the panel, will choose the best innovation from the session. The winner will receive mentorship from experts to help him or her market the innovation in China. If you are an entrepreneur and you would like to pitch your product or service yourself, this is most certainly possible! Details on how to apply can be found at the bottom of this invitation.



Dutch Design Week (DDW)

This international session is taking place during the Dutch Design Week. We are going to start the programme with a special Dutch Design tour. This will allow us to get to know each other in an informal setting and discover the role of design in health products.

Programme

- 12.30 hrs** *Reception* (with light lunch)
- 13.00-15.30 hrs** *Tour* of the Dutch Design Week, tailored specially to the interests of our network
- 15.45-17.45 hrs** *Impact Session* in 'De Kazerne'
Activities, speakers from China, pitches by entrepreneurs and feedback from the expert panel and plenty of opportunity to interact and discuss
- 18.00 hrs** Inspiring *networking dinner* in Hall C of the 'Klokgebouw'

This session has an international impact and therefore the official language will be English.

'What If...' DDW Networking Design Dinner

Following the session, we offer you an inspiring **evening programme**, for a mixed international gathering. This will be an opportunity to meet members of other networks, such as LifetecZONE, Slimmer Leven 2020 and Health Valley.

Registration

Invest in your next step and register via this [link](#). Participation is free of charge. Once you have registered, you will receive specific information about the venues and programme.

Kind regards,

Health@Home Team, Province of Noord-Brabant
Brabant, Region of Smart Health

www.coral-europe.eu www.brabant.nl/smarthealth @SmartHealthNB @CoralEurope

Call for pitches on Smart Health innovations

We are looking for motivated European entrepreneurs who would like to participate in a **trade mission to China** in 2016. So if you are, or you know, an entrepreneur with a second stage* smart health innovation who is keen to explore the export opportunities on the Chinese market and would like to pitch his/her product during this impact session, please contact Astrid Kaag, coordinator of the Health@Home learning network via akaag@brabant.nl or Edwin Mermans, contact person Coral via emermans@brabant.nl

* The second stage innovation must fulfil the following characteristics:

- The innovation has been developed in co-creation with end users and the innovation is based on a user-centric design.
- The innovation has been tested on small-scale in a Living Lab and is ready for the market.
- The innovation is scalable, meaning that it can be used in a variety of situations/contexts.
- Proof of concept of the innovation is available on the basis of user feedback.
- The social and economic impact of the innovation is measurable and the impact in question is linked directly to (a) business model(s) and an expected (social and economic) return on investment.

Please feel free to forward this call for pitches to members of your network!

Brabant, Region of Smart Health

This event is a coproduction of a number of international partners (Coral, ECHAlliance, CCHAlliance) and at the same time a learning event for the Noord-Brabant learning ecosystem. The so-called Health@Home learning events are being organised by the regional authority of Noord-Brabant to bring stakeholders together from the world of care and technology as well as entrepreneurs and knowledge institutes, in order to work together to find solutions for the care needs of tomorrow. In this way Brabant wants to be a Region of Smart Health.