



Medical Device Market Discovery, India 2017

New Delhi- Bangalore, India

04- 07 SEP, 2017

Curious about your Medical Device opportunities in India?

Innovation Centre Denmark (ICDK) would like to invite you for a 4 day "Medical Device Market Discovery" Innovation Camp from 04- 07 September, 2017. The innovation camp will give you first hand and tangible experience with healthcare opportunities in India from both research and a commercial perspective. The program gives you an ideal platform to visit Indian hospitals, research institutes, universities, primary care facilities. It also serves as an opportunity to interact with Danish businesses who are based in India, make world-class connections and explore new business opportunities. Therefore, if you are an ambitious small or medium sized medical device/e-health company or a researcher from Danish universities with a global outlook, the Medical Device Market Discovery Camp is your platform to form world class connections and explore new business opportunities.

Content and value

The key highlights of the program are:

- Update on latest trends, opportunities and local market environment for medical device companies
- Connect with the businesses, start-up community, key opinion leaders, researchers and investors
- Get first hand insights on the ecosystem by means of site visits and fact-finding tours to hospitals, start-up parks, incubator and established company campuses
- Assessment of go-to-market strategies and opportunities for Danish companies

Once all participants have confirmed, the program will be optimized to the group. This is a 4-day program and you have an opportunity to extend the program with one additional day for individual meetings.

Important Dates

Preparatory Seminar / Webinar: May 11, 2017

Deadline for applying: 15 June 2017

Assistance for Visa: 20 Aug 2017

Travel and Arrival in India: 03 Sept 2017

Camp in India: 04 - 07 Sept 2017

Please observe that the program is cancelled if less than four SMEs have signed up by the time of the deadline.

Who can participate and costs for signing up?

ICDK Delhi is happy to invite Danish medical device SME and large corporations as well as medical device researchers from Danish universities.

The Innovation camp relies on subsidies from the Ministry of Foreign Affairs of Denmark's SME fund. Therefore, at least four SMEs must sign up in order for the camp to take place.

- Cost for SMEs is 10,500 DKK per company* (<100 employees and <150 MDKK in annual turnover)
- Cost for researchers is 10,500 DKK per participant
- Cost for non-SME companies is 25,000 DKK per company*

The price of registration includes program participation, lunches, dinners, visits and meetings. It does not include airfare from Denmark to India and hotel accommodation. Airfare is approx. 6,000 DKK and accommodation is approx. DKK 600 per night in a 4-5 star hotel. All meals are taken care of by ICDK New Delhi. Hotel reservations and logistics are managed by ICDK New Delhi.

ICDK India offers extra matchmaking and individual meeting booking for a price of 935 DKK/hour.

Visa: The cost of visa is 1,050 DKK per person. ICDK New Delhi will send you the invitation to obtain visa from the Indian Embassy in Denmark.

** ICDK will cover the cost of food and local travel for max. 2 participants per company. Additional participants are more than welcome to participate but would be required to bear their own.*

Contact Person

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Tentative Program

Arrival: New Delhi | Sunday, 3rd September 2017

- Welcome and setting the tone
- Introduction to Indian culture and doing business in India
- Program Practicalities, introduction and updates

Day 1: New Delhi | Monday, 4th September 2017

- Overview of Medical Device space in India and opportunities for Danish businesses
 - Current state of Affairs
 - Government initiatives and insight into the regulatory environment
 - Protecting the Intellectual Property in India- Is it safe to bring your innovation to India?
- Field Visit to International School of Biodesign at All India Institute of Medical Sciences (AIIMS)*
 - Insight into designing a product for developing markets and frugal innovation
 - Potential opportunity to collaborate for your medical device, setting up research collaborations and validation studies
- Address by the Danish Ambassador, H.E. Peter Taksøe Jensen followed by dinner with the management from Danish Embassy and Danish community in New Delhi at the Ambassador's Residence

Day 2: New Delhi | Tuesday, 5th September 2017

- Individual Company Presentation in collaboration
 - Pitch business ideas to the panel of experts to get real time feedback on the product, business model and the potential next steps for Indian market
 - Feedback from expert panel comprising investors, researchers, Danish and Indian Companies and other key opinion leaders
- Field Visit to Medanta Hospital*
 - Gather insights on the facilities and infrastructure of a private hospital in India
 - Potential opportunity to collaborate for your medical device, setting up research collaborations and validation studies
- Leave for Bangalore

Day 3: Bangalore | Wednesday, 6th September 2017

- Innovative Business Model by MedTech Companies* (case studies): ThyroCare, GE (healthcare) or BPL ,Lybrate –Mhealth, InnAccel
- Visit Lab of IISc Bangalore*
 - Insight into designing a product for developing markets and frugal innovation in an incubator set-up
 - Potential opportunity to collaborate for your medical device, setting up research collaborations and validation studies

Day 4: Bangalore | Thursday, 7th September 2017

- Visit to Narayana Health City
 - Potential opportunity to collaborate for your medical device, setting up research collaborations and validation studies
- Individual Dinner or Departure

Day 5 (Optional): Bangalore | Friday, 8th September 2017

- One-on-one meetings facilitated by ICDK – Can be arranged anywhere in India

**Details in the separate document titled Company Details.*



Collaborating Partners



[InnovatioCuris](#) is a unique organization, which brings deep healthcare expertise, a scientific rigour on applying global innovation models & management processes by leveraging IT to deliver healthcare at an optimum cost



[ScanBalt](#) is a not-for-profit membership association with a legal entity registered in Denmark. The strategy aims to make it easier for businesses to explore the BSR as a market and development site, promote shared use of knowledge and innovation structures and universities and assist regions to gain economic development from Baltic Sea Region collaboration.