

NEW DIGITAL HEALTH OPPORTUNITIES IN GERMANY

GERMANY



Health~Holland
SHARED CHALLENGES. SMART SOLUTIONS

WHY INVEST NOW?

Though Germany has been a slow adopter of digitalization in healthcare, recent years have seen promising developments.

Public pressure, political will and a need to improve efficiency have led to new investments and legislation in the digital health sector. To create opportunities for new business in Germany, you can now join a cluster of Dutch digital health companies coordinated by Task Force Health Care and supported by the Dutch government via RVO's Partners for International Business (PIB) program.

The introduction of the Digital Healthcare Act in December 2019 paved the way for reimbursement of health apps and digital consults. These laws have brought about a steep increase in the use of telemedicine. During its presidency of the Council of the EU in 2020, Germany made digitalization of healthcare one of the priorities.

In 2021, this trend continues with **federal investments of EUR 4,3 billion in the digitalization of hospitals**. Now is the time to invest in one of Europe's biggest digital health markets. To build a strong network, generate leads, set up collaborations with German partners, and develop distribution channels. To capitalize on these opportunities, a new cluster is formed with a shared goal of expanding business in Germany.



Netherlands Enterprise Agency





THE PROGRAMME AIMS TO...



Promote and position the cluster's digital health solutions strategically.



Facilitate partnerships by connecting you to your relevant counterparts in Germany.



Create favourable business conditions by reducing trade barriers.



Establish a positive impact on the Sustainable Development Goals.



INCREASE YOUR BUSINESS IN GERMANY BY...

Presenting your solution as part of a national public-private programme. **Connecting** to relevant counterparts in Germany.

You will **gain extensive knowledge** of the German Digital Health Sector and learn from each other by **being part of a network** of like-minded entrepreneurs. You are able **to share directly** which trade barriers should be addressed.



CREATING OPPORTUNITIES THROUGH ACTIVITIES 2021-2023

We will create dedicated NL branding and positioning to **resonate with key German healthcare stakeholders**. This will result in a strong proposition and marketing materials. The embassy will appoint a liaison in Germany to position the cluster, increase the existing network of KOLs and identify opportunities for collaboration.

In addition, we will organize various targeted activities:

- (Virtual) inbound and outbound missions.
- Participation at **strategic digital health trade fairs** and/or conferences in Germany with an NL Pavilion.
- Matchmaking** to find your distribution/ service partner or customers.
- Targeted follow-up activities to **convert opportunities into sales**: we will organise activities over a period of 3 years.



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PARTICIPATION FEE

- EUR 5,000 excl. VAT p/a (non-Partners)
- EUR 4,000 excl. VAT p/a (TFHC Partners)

Interested in becoming a TFHC Partner? Visit our [website](#).

The fee includes all services and activities (2-4 activities p/a, excl. travel & accommodation) as well as support from the Dutch government & TFHC. On top of this, participants are expected to match the government's investment with in-kind hours.

JOIN OUR DIGITAL HEALTH CLUSTER

Are you ready to increase your exposure in Germany, work together with other Dutch companies, connect with relevant stakeholders and expand your business in Germany?

Email Guido Danen - guido.danen@tfhc.nl

[Or click here so we'll contact you](#)

ABOUT TASK FORCE HEALTH CARE

The (not-for-profit) platform for the Dutch Life Sciences & Health sector since 1996. Our platform supports Dutch companies, NGOs, knowledge institutions, healthcare providers & governments to realize their international ambitions. TFHC actively represents the interests of the Dutch LSH sector to the Dutch government. THFC has broad experience in assisting Dutch SMEs when entering the German market and has organized activities to and from Germany for the last 10 years. In order to intensify the Dutch efforts towards the German digital health market, TFHC coordinates a group of Dutch companies that share this goal.