



ASSISTIVE TECHNOLOGIES AND ELDERLY CARE

 **Danish companies operating within the areas of assistive technologies and elderly care are invited by The Danish Trade Council in Spain to participate in a sequence of joined activities.**

The trade council offers Danish companies this unique opportunity to participate series of organized events that will help boost or facilitate exports.

The Spanish health care sector is largely reliant on imports and thus presents a huge opportunity for Danish companies that are looking to expand international sales.



Improving economic climate

While Spain was one of the countries most affected by the financial crisis, recent economic development suggests an improving economic climate. 2017 was marked by a strong growth in GDP of 3,1%, and unemployment rates fell for a fourth consecutive year, to 17,4% (World Bank).



A market of opportunities

With a total population over 48 million, Spain is the country in the EU with the highest percentage of adults over the age of 65, and the highest life expectancy (82,8).

Spain is furthermore the fifth largest European market for healthcare, of which 80% corresponds to imported products. 3M people in Spain have a recognised disability equal or exceeding 33%.



Scandinavian reputation

In addition to these, more than 2M European seniors – many Scandinavian- living in Spain demand Nordic Style nursing homes, home care and high quality rehab solutions.



Massive influence of the private sector

Private sector has a specific weight. 10M citizens have a private health insurance and there are 27 companies operating in this sector, many of them providing home care services.



The Danish Trade Council in Spain invites Danish companies within the rehab sector to take part in a variety of shared activities. The purpose of these events is to boost Danish exports to Spain, and this joined set of activities will prove a unique opportunity for Danish companies to enter or increase their presence in the Spanish market. The following four activities have been organized and are now open for registration. It should be noted that companies are eligible for a subsidy of 35% for the consultancy hours. For more information of this please check our subsidy program at: [Grow package](#)

1 ACTIVITY

May 2018 Participation at the CEAPAT International Week. Guest country: Denmark. 2-day exhibition in the CEAPAT's facilities, to show Danish technology to Spanish stakeholders + **matchmaking**.

Price: DKK 15.550

2 ACTIVITY

September 2018 Visit by Spanish stakeholders to Denmark to see leading examples. The visit could include companies or a joint presentation at a convenient site.

Price: DKK 8.500



3 ACTIVITY

October 2018. Participation as exhibitor at the ORTOMEDICAL CARE <http://ortomedicalcare.com/en/> . The **most important event in southern Europe** for disability support, mobility, and elderly care.

Price: TBD

4 ACTIVITY

December 2018. Technical seminar at the Ambassador's residence in Madrid.

Price: DKK 9.000



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The registration deadline for the first activity is **March 15th 2018**