



ASSISTIVE TECHNOLOGIES & ELDERLY CARE
Market visit Programme

24-25 OCTOBER 2018

MADRID



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council



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Programme

- 23/10/18 Arrival of participants to hotel
- 24/10/18 10:00 Visit to CEAPAT
14:00 Visit to HOSPITAL CASA VERDE
19:30 Networking dinner
- 25/10/2018 09:00 Brokerage/Matchmaking at the Embassy
13:00 Visit to ORTOMEDICAL CARE Exhibition

There are flights to CPH late in the afternoon of the 25, for those willing to come back direct from the exhibition. Terminals 1, 2 & 3 are only one stop away (3 stops to T4) from exhibition grounds. Alternatively, there are flights on the 26th in the morning. It is also possible to use 26/10 for additional meetings or further visit to the exhibition, etc.



Market visit:

HOSPITAL CASAVERDE

The Casaverde Hospital Madrid is a medium-stay health centre, specialized in the caretaking and primary health care to people in situation of complicated convalescences who need to be treated with functional rehabilitation.

In addition, it has a Neurological Rehabilitation Unit, where technology and comfort come together with the motivation to offer individualized treatments and innovative techniques to the patient with the acquired brain damage.

The medical team is formed by specialists in Internal Medicine, Rehabilitation, Neurology, Geriatrics and Radiology.





Market visit:

CEAPAT

State Reference Centre for Personal Autonomy and Technical Aids, who's mission is to contribute to making effective the rights of people with disabilities and the elderly, through comprehensive accessibility, products and support technologies and design designed for all people.

CEAPAT has a permanent exhibition facility that already includes some DK products & solutions, which you could be part of.

CEAPAT is an institution that belongs to the State Secretariat of Social Services, from the Ministry of Health of Spain.





Networking Dinner

The Ambassador of Denmark in Spain will host a reception at his residence in the Madrid's Puerta de Hierro exclusive neighborhood to present latest Denmark's initiatives in rehab and assisted living.

Who will be invited

- Patient Associations
- Medical Associations
- Nursing homes
- Local, regional and national authorities.
- Distributors



You are invited to propose other profiles of attendants to match your specific needs.



Brokerage (matchmaking meetings) :

The Brokerage event **gives you the opportunity** to book up to **6 one-to-one 20 ' meetings with relevant profiles**, previously identified through the partner search.

The meetings will be held at the Embassy's premises, in the famous Salamanca district, in Madrid and with easy access from/to hotels and other important venues such as IFEMA exhibition grounds.



OrtoMedical Care Exhibition



ORTOMEDICAL CARE
Visit the most important event in Southern Europe for disability support, mobility, and elderly care!



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Participation fee:

With subsidy 12,950 DKK

Without subsidy 16,500 DKK

- Some SME's might be eligible for a subsidy from the MFA for a number of items in the participation fee. Please contact Esther Jofré : estjof@um.dk, for additional information.





What is included in the price?

1. Organization/Events Management
 2. Accompanying staff from the Trade Council to all joint activities.
 3. Partner search.
 4. Up to 6 dedicated meetings with distributors at the Embassy.
 5. Networking dinner.
 6. Brokerage Event (match-making meetings)
6. Marketing Campaign
 - On Facebook/Twitter/LinkedIn

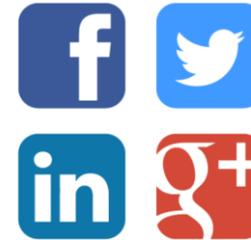


Photo: International networking dinner with the Danish Tech Ambassador, MWC 2018





NOTES

- Leaflets of all participating companies will be made available to participants to both the networking dinner and the matchmaking event, so please ensure you have enough (preferably in Spanish) leaflets available.
- Dinner at the networking event and light lunch in the matchmaking session are included.
- Transport and accommodation are not included in our proposal. Please let us know if you need assistance to arrange hotel for your trip.
- Institutions to be visited may vary, depending on their availability. If such a circumstance occurs, the TC will do its best to propose other equally relevant alternatives.
- There is a minimum of companies required, to make this activity possible. In consequence, the activity might not take place if the minimum number of participants is not reached. Also there is a limited number of participants and so acceptance on a first come-first serve basis will apply. We ask you to kindly confirm your interest as soon as possible.





CUSTOMIZED SERVICES BY THE TRADE COUNCIL (not included in the proposal)

The Trade Council of Denmark in Spain also offers a wide range of commercial services to further enhance each participating company's presence in the visit, such as:

Some examples:

- Arrange additional meetings in Madrid and/or other cities, i.e. Barcelona etc.
- Translation of catalogues into Spanish.
- Virtual address/phone number in Spain.
- Dedicated events, round tables etc.
- Due diligence
- Recruiting
- Catalogue printing

Do not hesitate to **contact us to discuss your particular needs** and to receive an offer.

We are here to help!





CONTACT

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