



Global Business Innovation Programme MedTech and Diagnostics The Netherlands

The Global Business Innovation Programme, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, 5-day innovation visit focused on MedTech and Diagnostics, a post-visit exploitation workshop and follow up support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered physically.

Innovate UK is committed to ensuring that anyone, from any background, has an equal opportunity to be successful.

Focus Areas:
We would welcome applications from innovative companies involved in developing the range of products spanning medical devices and diagnostics.

Applicants should be developing innovations aimed at predicting the onset of disease to enable earlier interventions, preventing major societal health challenges and medical technologies aimed at improved disease management. Areas of interest include:

- Medical Devices
- In vitro Diagnostics
- Diagnostic Imaging
- Genomics, Omics and Molecular Approaches

Why the Netherlands:
Home to more than 3100 Life Sciences companies, 26 research campuses, 8 university medical centres, and 12 universities engaged in biomedical research in a 120-mile radius, the Netherlands is the most concentrated Life Sciences & Health hub in the world.

KPMG estimated the Dutch MedTech market to be worth €4.7bn with an expectation of growth aligned with the following factors:

- Wider adoption of medical technology in everyday lives
- Advancements in technology that enable us to detect diseases at an early stage
- Substitution of labour with technology

With the European Medicines Agency (EMA) being situated in the Netherlands, it has strengthened the country's position as the ideal ecosystem in Europe for developing ground-breaking technologies in the field of health. More than 50% of the Dutch Life Sciences and Health companies (in numbers) cooperate with non-Dutch companies or knowledge institutions.

Benefits:

- Explore the Netherlands' medical technology and diagnostics opportunities
- A better understanding of the challenges and opportunities of doing business in the Netherlands
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve company value proposition to international partners and investors

KEY DATES:

Programme Launch: 12 th December 2022	Applications Close: 29 th January 2023	Pre-visit Workshop: 8 th March 2023	Innovation Visit: 17 th – 21 st April 2023	Post-visit Workshop: 12 th July 2023
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WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are: -

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (5 days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and as a guide, around 5 days working with an Innovate UK EDGE Adviser over a 12-month period)

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity
16 th April 2023	Depart the UK and arrive in the Netherlands
17 th – 21 st April 2023	In-market programme with travel throughout the Netherlands
21 st April 2023	Depart the Netherlands to return to the UK

TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise travel, accommodation, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance, a **commitment fee of £500** will be obtained from each delegate, which will be **refunded on completion** of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than **29th January 2023**.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the sector.

ADDITIONAL INFORMATION & ASSISTANCE:

Please note: Successful applicants will be expected to fully comply with any conditions of travel to the Netherlands as well as any local regulations on face covering and social distancing. As such, you might be required to provide proof of vaccination, and/or a negative COVID-19 test ahead of travelling to the Netherlands. You must have valid travel insurance covering any COVID-19 aspects.

The safety of our delegation is our top priority. There are no COVID-19 restrictions in the Netherlands at present, but we are continuously monitoring the situation. We will take any mitigation measures needed and inform you as soon as possible. If COVID-19 conditions restrict our travel to the market, other arrangements may need to be considered for the in-market programme.

To fill in the online application form, please visit the [Innovate UK EDGE website here](#).

For more information, assistance with your application, or to discuss accessibility needs and any adjustments you require, please contact Innovate UK EDGE at midlands@innovateukedge.ukri.org