

EU Marketplace for eHealth & EIP on Active and Healthy Ageing

22nd September, Brussels



Key highlights:

- **180+ attendees from 27 countries**
- **16 topics through "Meet & Debate" tables**
- **25 short presentations in Speakers' Corner**
- **200+ Matchmaking meetings**
- **4000+ profile views before and after the event**

Supporting Partners



The EU Marketplace for eHealth & EIP on AHA took place on Monday 22nd September to complement the "Growing the Silver Economy in Europe" event held on Tuesday 23rd September.

The event was organised by the European Connected Health Alliance, working in partnership with the European Commission, the AAL (Ambient Assisted Living) and AGE Platform Europe, and in cooperation with DG Connect and DG Sanco.

The event was supported by the GET project to support the internationalisation of European SMEs (GET Global) and to identify eHealth market opportunities across Europe (Fill the Gap).

The focus of the EU Marketplace was bringing together large industry, SMEs, policy makers, researchers, care professionals, service providers, buyers and consumers through formal and informal meetings.

The objective was to provide a platform for all stakeholders in connected health and AHA actors' to meet, share best practices and develop effective collaborations leading to new projects and business opportunities. The event also provided a platform for the exchange of information between procurers and potential suppliers.

184 people registered to attend the EU Marketplace from 27 countries, providing a truly international audience. 55 companies participated in the event.

A full list of participants and slides from the day are available on the event website <http://www.b2match.eu/eu-marketplace-brussels2014>

Photos from the day are available at <https://flic.kr/s/aHsk3PVprQ>



Feedback:

What was your overall impression of...	% Excellent / Good (n=45)
The event	100%
Table Topics	91%
Matchmaking sessions	89%
Speakers' Corner	67%
Exhibition space	49%
Unmet needs corner	44%

The INNOVATIVE MATCHMAKING FORMAT ENABLED US TO MEET FACE-TO-FACE WITH A WIDE RANGE OF POTENTIAL COLLABORATORS. We also gained valuable insight into EU policy and strategy through the table discussions."
(Email feedback)

...it was a great OPPORTUNITY TO FIND POTENTIAL B TO B CUSTOMERS and providers and even SETUP FOLLOW UP MEETINGS FOR THE COMING WEEKS. (Email feedback)

The matchmaking and the speakers' corner provided very helpful new contacts and insights into problems that we are dealing with as an organization. THE FORMAT ACKNOWLEDGES OPENLY THAT NETWORKING IS AN IMPORTANT PART OF EU-LEVEL MEETINGS.
(Feedback Survey)

The MATCHMAKING SESSIONS WERE EXTREMELY VALUABLE FOR US, we met some great contacts and the format made for a much more inter-active experience.
(Feedback Survey)

Thank you for completing the feedback survey. A number of you indicated that you would like more info on ECHalliance membership and/ or the GET project but did not leave your contact details – contact paula@echalliance.com if you would like this info.

The dynamic format of the Marketplace provided many opportunities for direct engagement between SMEs and potential partners and buyers.

'Meet & Debate' table sessions

There were four 'Meet & Debate' table sessions lasting 45 minutes each and consisting of a ten minute presentation followed by debate. The 16 topics focused on important subjects influencing the eHealth and the EIP on AHA challenges, and on arrival at the venue attendees signed up to those of interest. The dynamic format of the 'Meet & Debate' table sessions provided opportunities for facilitated engagement and interaction between industry, academia, policy and buyers.

Speakers' Corner

Speakers' Corner (6 minutes, 2 slides) provided a platform for presenters to showcase their organisation and products/ solutions to an international audience, with informal feedback from those presenting suggesting that it acted as a precipitator to further enquiries and follow up contact from potential partners and buyers. Of the 25 organisations participating in Speakers' Corner, 20 were companies from industry. Slides available at <http://www.b2match.eu/eu-marketplace-brussels2014/pages/speakers-corner>

Matchmaking sessions

Pre-arranged matchmaking sessions facilitated networking and connections between SMEs and potential partners and buyers. 55 companies took part, with 195 pre-arranged meetings taking place, and attendees benefitting from 4,000+ profile views before and after the event on the event website. The short 15 minute meetings provided enough time to make initial contact and decide if the attendee is a potential partner or buyer for future followup.

Exhibition space

43 organisations brought a pop up stand to display in the exhibition space. Of these, 25 were companies, and this was a further opportunity for them to showcase their organisation and products/ solutions to an international audience.

Identification of unmet needs

An unmet needs corner was set up in one area of the Welcome space, with attendees asked to identify unmet needs in the health sector that could be addressed by connected health solutions, in an effort to identify ehealth market opportunities across Europe.

More information at

<http://www.b2match.eu/eu-marketplace-brussels2014>

Impact of participation in the EU Marketplace:	% SMEs (n=19)
Added international contacts to my network	100%
Identified potential international collaboration/ partnership opportunities	79%
Exposure of my organisation to an international audience	63%
Identified potential international business opportunities	58%
Increased knowledge on other international markets	47%