

graphic design book



Health Services and B2B Meetings

Project co-financed by the European Regional Development Fund



Beneficiary

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2019 INFIERI Networks/Workshops on Chinese Digital Opportunities for Health Services and B2B Meetings

**Innovation Institute of HUST, Qiming building, Huazhong
University of Science and Technology, Wuhan, China**

**Monday May 20th 2019 – Sunday May 25th 2019
WUHAN, EZHOU, SUZHOU, CHINA**



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INNOMED DIGITAL HEALTH IN CHINA

Introduction

In the context of the POR CAMPANIA FESR 2014/2020 - Public Notice for the financing of grants for the internationalization programs for Campania SMEs, the internationalization strategy proposed by INNOMED is aimed at identifying paths that can foster the growth of international relations from a systemic perspective that allows the strengthening of the presence on foreign markets with particular reference to the Chinese area.

In fact, China presents numerous opportunities for the ICT sector in the biomedical field, which represents the company's core business.

The program was designed taking into account the expected prospects both as a research provider and as a provider of ICT services in the biomedical field, increasing the competitive advantage both in Italy and in other countries.

The proposed strategy, therefore, provided the implementation of different actions aimed not only at opening up to new markets but also, from an innovative point of view, the process of industrialization of the results of research activities, attracting capital and investments.

The actions will be concentrated in the **Hubei area**, the province where the **University of Science and Technology of Wuhan** is located, an area with a high concentration of various actors from the research and innovation system.

The program aims to achieve the following goals:

- participation in the accompanying actions of the companies on the Chinese market;
- consolidation of strategic agreements with international partners, with a strong vocation for technology transfer;
- start of operational plans for attracting investments from foreign operators.

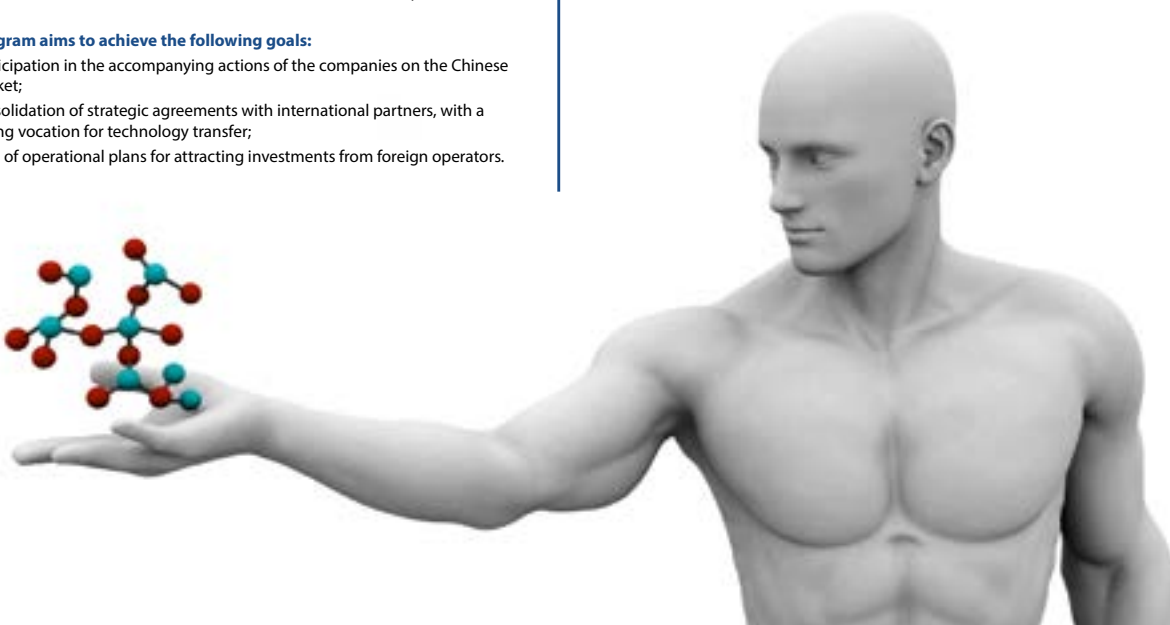
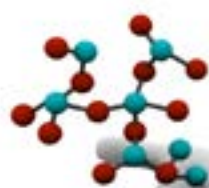
The objectives to be pursued can be summarized through a double line of action for the promotion of research activities and services offered by INNOMED abroad:

- promotion of research activities in the health and biomedical sector;
- promotion of highly innovative services in the ICT sectors in the biomedical field.

The project

The proposal provides for a term of 18 months and is divided into two phases:

- the first, connected to the organization of missions abroad for the definition of strategic agreements with the aim of generating productive growth processes, as well as the promotion, cooperation and international partnership as interchange and integration with other strategic areas and sectors for the development of business innovation activities with an impact on the territory;
- the second, focused on a subsequent incoming action in Campania of selected Chinese operators in the ICT and digital health sector.



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First phase

The first phase involves the participation in two international events for the promotion of innovation, with the specific objective of strengthening the relationships of companies with the reference market favoring the development of strategic partnerships and opportunities for industrialization and marketing.

Participation in INFIERI European / Chinese academia and industry meeting – WUHAN.

The event will have a specific focus on Brain Science, focusing on the most advanced technologies in the fields of medical physics, Data Communication and Big Data.

The program will include:

1. presentation sessions with specific focus;
2. setting up of exhibition spaces for laboratory work in various and interdisciplinary applications, to present themselves to the qualified public who will visit the exhibition;
3. in-depth meetings with international experts from academia and industry.

Participation in this edition of the international INFIERI initiative represents a unique opportunity to present Innomed to experts from the academic and industrial world and sharing knowledge on technical developments and current scientific presentations, participating in practical laboratory sessions that will involve demonstrators and specific subjects master-classes on science and technology.

Participation in INFIERI Workshop on Chinese digital opportunities for health services and B2B meetings with commercial operators - WUHAN

The Workshop on Chinese digital opportunities for health service, focused on the fields of life sciences, digital health, medtech, biotech and pharma, is aimed at promoting partnerships and open innovation activities, an opportunity for

small and medium enterprises that have the possibility to approach the Chinese reality for the first time through the path guided by the INFIERI initiative aiming to strengthening technological transfer activities.

The workshop aims to support companies in relations with the main international partners in the world of research and innovation as well as with potential investors.

The program provides for the organization of B2B meetings with qualified experts and researchers as well as leading foreign investors belonging to the digital health sector.

Participation in this initiative would make it possible to organize the activities necessary for the definition of the subsequent incoming to Campania of foreign operators interested in the development of project activities within specific bilateral agreements and to the strengthening of economic and commercial relations for the growth of the biomedical and digital sector health.

Second Phase

Organization incoming Chinese operators from the academic and industrial sector

The incoming will be organized after the participation in INFIERI in China, in a period to be agreed with the foreign partners, with the general objective of defining specific actions, projects and cooperation paths consistent with the shared sectoral and thematic priorities in order to strengthen relations of economic-commercial collaboration with foreign operators.

The initiative will take place in Campania, at the Neurobiotech Polo in Caserta, a research hub for the study of new perspectives in the field of personalized medicine, where innomed has its operational headquarters.

It's expected the incoming of a delegation composed of foreign operators from China.

A common exhibition area will be set up and B2B meetings will be held with the Italian company group.

Business meetings will take place at the Neurobiotech Polo meeting area.

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INNOMED: research & innovation in medicine

Start up company

Innomed is an Italian start up limited company born in March 2011, highly specialized in software development and ICT services for healthcare.

Runned by a young team, Innomed develops products and services for diagnostic, neurology, neurosurgery and for clinical engineering.

Innomed can provide to its customers:

- Secure and an efficient management of biomedical and clinical equipment;
- Integration of different medical systems and digitization of medical data and processes;
- Assistance during equipment acquisition process and during all their life cycle;
- Development of highly specialized hardware and software for biomedical applications;
- Network and data management in healthcare.

Main focus is neuroscience, thanks to its strong relationship with the Neurological Research Hospital Neuromed located in Pozzilli (IS).

Innomed offers products that work or interact with DICOM (Digital Image and Communication in Medicine) or HL7 (Health Level Seven) standards.



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INNOMED: research & innovation in medicine

Another key skill of INNOMED is to provide consultancy in **"Health Technology Assessment"** (HTA) to hospitals and medical institutions, to help them in the evaluation of properties, effects, and/or impacts of health technology.

INNOMED offers to its customer a multidisciplinary approach to evaluate the social, economic, organizational and ethical issues of a health intervention or health technology.

From 2014, Innomed has been partner of **"Cyber Brain"**, a neurocybernetic research center in Caserta, whose aim is developing neuroprosthetics and robotic devices to help people with motor and cognitive disabilities to improve their quality of life.

Innomed is

advanced brain imaging
health technology assessment
functional brain mapping
biomedical engineering
pre-surgical mapping
biosignal processing
brain navigation

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INNOMED DIGITAL HEALTH IN CHINA

Our objectives

- cooperation with Universities, companies and research centres for R&D activities in neuroscience
- development of innovative products for biomedical and e-health sector

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start up company



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INNOMED DIGITAL HEALTH IN CHINA

Project planning phases

1 *Participation to strategic events in China*

2 *B2B Meetings*

3 *Incoming of Chinese stakeholders in Italy*

4 *Development of collaboration projects*



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CAMPANIA Region - Caserta - Italy

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