

**India**

**Trade mission Digital Healthcare**

**28 November - 2 December 2022**



**NL** Netherlands



# Preface

2022 is very special year as we celebrate 75 years of the establishment of the diplomatic relations between India and the Netherlands. Both the nations are working together to deepen the existing relationship in wide-ranging areas of cooperation including trade and economy, water management and agriculture sector, smart cities and urban mobility, science & technology cooperation, public health & health care and space. What makes us strong? TOGETHER, we are addressing common societal challenges through innovation & cooperation.

India and the Netherlands have a joint ambition to provide high-quality, affordable and accessible healthcare to all. Rapid developments in India create opportunities for the adoption of e-health concepts from the Netherlands and the joint development of new solutions that help bring care from the hospital to the home. We look forward to explore these opportunities during this mission and learn about new approaches that might help address challenges faced in both our countries.

Life Science and health is priority sector for strategic investment in both the Netherlands and India. Growing market opportunities in India, combined with the Netherlands' strengths in areas such as digital health, medical devices and diagnostics create excellent opportunities for partnerships that address shared societal challenges with smart solutions. India's growing focus on technology and entrepreneurship combined with improvement in investment climate contributes to the factors that make India an attractive partner for the Netherlands.

In the past few years India has emerged on the global stage as an important international partner. India's active membership of the Global Digital Health Partnership (GDHP) and of I-DAIR, bringing together a dozen of leading countries in digital health, illustrates the countries growing ambition on the world stage. Domestic policy initiatives focused on affordable health-coverage for all show that the country is serious about bringing healthcare solutions to the smallest villages, and remotest locations.



**Marten van den Berg**

Ambassador of the Kingdom of the Netherlands in India, Nepal & Buthan



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# Introduction

Healthcare is one of the largest economic sectors in India. Healthcare expenses will rise to \$372 billion in 2022. Several factors are driving the growth of the Indian healthcare sector including: a growing population, a growing middle class, the rising proportion of lifestyle diseases, an increased emphasis on public-private partnerships as well as accelerated adoption of digital technologies, including telemedicine.

The Indian government strives to make healthcare better accessible and affordable. For example by the 'National Digital Health Mission' and the Ayushman Bharat scheme. This scheme is seen as a game changer, because it combines health system strengthening with a rollout of an insurance scheme that allows people who previously did not have access to healthcare to claim healthcare services and establishes re-imbursment benchmarks for private sector healthcare suppliers. These recent digital health reforms from the Indian government and other initiatives in areas of digital health offer opportunities for Dutch-Indian collaborations, for example:

- Increased healthcare budget allocation across the healthcare value chain offering new opportunities;
- Increasing focus towards digital health technologies, resulting in requirement of efficient data infrastructure and data storage platforms;
- Emergence and acceptance of disruptive tools and technologies, such as AI, Machine Learning, IoT, Big Data, Data Analytics and Virtual Health;
- Provision of innovative treatment solutions, such as teleconsultations, remote patient monitoring, self-management, and medical robotics.

These developments, combined with the Dutch strengths in e-health and health data management, create opportunities for the Dutch private sector in working together with companies and institutes in India. These opportunities were also confirmed by a study conducted in 2020 resulting in a follow-up by a trade mission.

# Mission program

## **Monday 28<sup>th</sup> of November 2022**

- New Delhi
  - Opening
    - Welcoming by Head Economic Affairs
    - Presentation and Q&A Digital Health Study
    - Policies / regulatory framework of opening office in India
    - Dutch company experience of doing business in India
    - Presentation on Data Protection Policy
  - Sector focus presentations: PATH and Philips
  - Visit to IIT Delhi
  - Networking reception with invited stakeholders

## **Thursday 29<sup>th</sup> of November 2022**

- New Delhi
  - Content session with Deputy Director National Health Authority
  - Content session with Indian hospitals and Healthtech cos.
- Chennai
  - Networking reception with invited stakeholders

## **Wednesday 30<sup>st</sup> of November 2022**

- Chennai
  - Visit IIT Madras Research Park
  - Visit Apollo Hospital

## **Thursday 1<sup>st</sup> of December 2022**

- Bangalore
  - Visit IISc Digital Health Centre
  - Visit Philips Innovation Campus
  - Networking reception with invited stakeholders

## **Friday 2<sup>nd</sup> of December 2022**

- Bangalore
  - Visit Centre for Cellular and Molecular Platforms (CCAMP)
  - Mission debriefing and closing

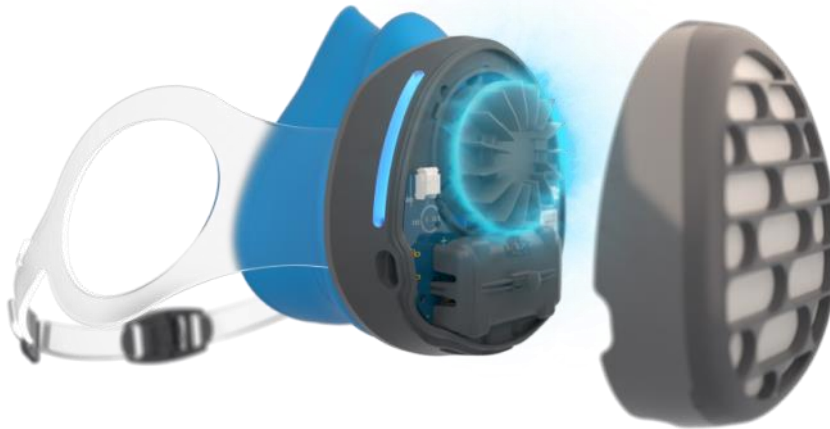




# AirBliss+

AirBliss+ is a high-tech Personal Protective Equipment company based in The Netherlands with operations in India. We deliver the most comfortable and safest solution to protect users working in hazardous environments. Intelligent features and smart alerts in our solution help achieve Zero Accident workplace.

We are presenting our half-mask Powered Air Purifying Respirator (PAPR), a compact and lightweight device it weighs only 200 grams. Without any external pipe or secondary blower unit, our PAPR delivers full mobility even in confined spaces such as hospitals. Our PAPR is ideal for harsh working environments, prolonged hours, and daily usage. In addition, we are introducing new innovative features such as Fall & Fatigue detection supported by embedded electronics and Machine Learning algorithms to improve safety. AirBliss+ is the 'next-level' respiratory PPE that prevents accidents.



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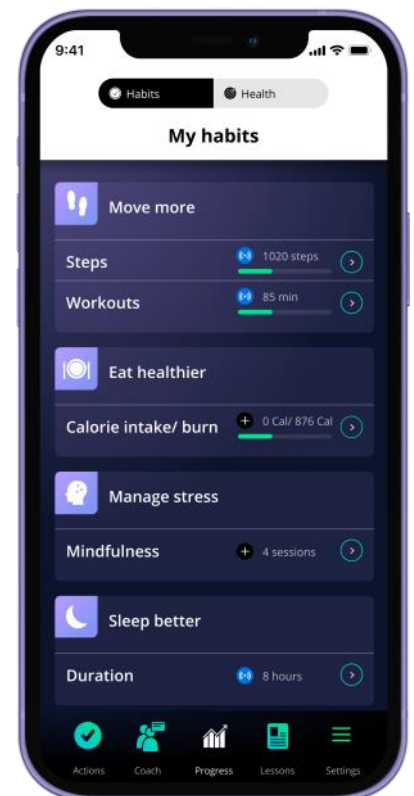
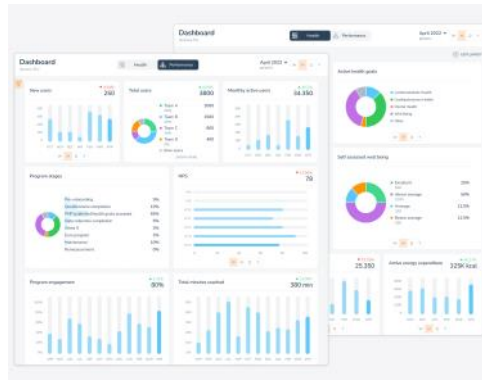
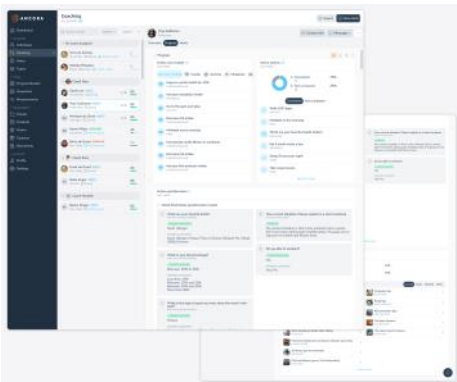


# Ancora Health

Ancora health is a digital therapeutics platform offering preventive health programs across multiple therapeutic domains in alliance with health-activist employers, healthcare institutions and insurance. Ancora Health was one of the 10 Dutch health-tech startups chosen by TechLeap for the prestigious Rise program. Our Beliefs, Vision and Mission: We believe in people proactively managing their health and wellbeing by making informed lifestyle choices. We also recognize the need to equip health experts with deeply personalized insights of their patients as this will enable them to effectively guide people towards reaching their health goals. We want to add 5 million healthy years to communities and make lifestyle therapeutics an integral part of standard care before 2030. The mission of Ancora is to empower people to take ownership of their health, wellbeing and performance.

Ancora's platform provides both a baseline assessment of health and translates that assessment into an health engagement program rooted in behavioral science. Identified health risks such as pre-diabetes and mental stress are translated into a series of micro-habits for sustained engagement and adherence. Health outcomes are achieved by guiding motivated users through time bound actions across relevant micro-habits. The lifestyle pathways are enabled by a combination of tracking tools, digital nudging, and human coaching.

Ancora Health has also developed a range of AI/ML risk stratification, and triage tools to prevent and manage chronic disease at a population level. This is of particular relevance to insurance and public health institutions focused on engaging their population with relevant insights and getting them to lead healthier lives.



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**ANCORA**

# Delft Imaging

Delft Imaging was founded in 2002. However, our roots in diagnostic imaging go all the way back to the beginning of the 20th century, when the first Dutch radiology equipment factory (ENRAF) was founded. Over the decades that followed, we accumulated worldwide expertise in medical imaging and remain committed to providing reliable diagnostic solutions to emerging countries, with a focus on TB and the use of artificial intelligence (AI).

Since our founding, we have implemented projects in 76 countries. With over 1,000 installations using our radiology equipment and software, we are proud to say that we have facilitated the screening of over 10 million people for TB.

Delft's products and services include Computer-Aided Detection software to automatically detect TB (CAD4TB), turn-key diagnostic centres, easy-to-use X-ray equipment and all-in-one mobile clinics that are designed to be taken into remote and difficult-to-reach areas for on-site healthcare services.

Delft Imaging has collaborative partnerships with Canon Medical Systems, Oldelft Benelux and Thirona. Delft Imaging's headquarter is located in 's-Hertogenbosch, the Netherlands, and its training and technical support office is located in Ghana and Indonesia. In addition, we regularly participate in public and private partnerships with international and local NGOs as well as knowledge institutes.



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# Maastricht University and Dept of Radiotherapy

Every day we work with passion and compassion to give patients with cancer the best possible treatment. That means: the greatest chance of recovery and the least possible side effects. The patient is always the starting point for us: he or she determines what will or will not be done.

The patient's next of kin are equally important to us; we involve them in the treatment at all times. We are aware of our social responsibility and role. That is why we work together with our partners in the radiotherapy, we conduct groundbreaking scientific research and training and education are of vital importance to us. We explicitly want to make the connection between patient care, education and effective scientific research.



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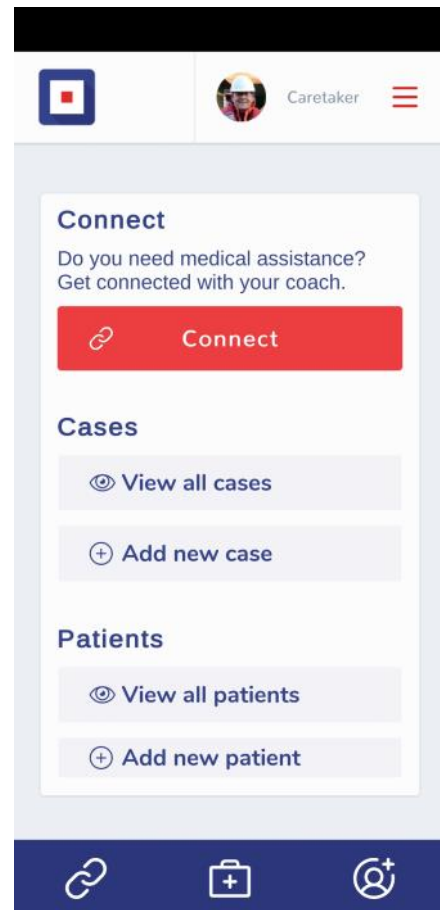
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# MedAssist.online

We believe Anyone - Anywhere deserves the best medical care possible - even when no professional is around. We are a start-up. We develop mobile device based solutions that help to provide better remote medical care. Our roots -and sister company- are in shipping and providing medical care to seafarers. Keywords: simple, reliable and affordable. 'Medical Care - Anywhere'

Our MedAssist Live application brings the doctor right next to the patient - virtually: we use two-way Augmented Reality (TWAR). Not to just have a video call, but actually turn the call into a video-DO-call: any doctor, nurse or primary care provider and their patient (or his/her family) can work together from the same perspective. Both the patient and the hands of the professional will be visible to both parties, while examining or treating the patient. They will share the exact same view. The professional can point out, demonstrate, direct or coach the patient on what and where to do. Works on any mobile device (Apple/Android). Our Live App is a registered CE Class 1 MD.



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Ryberg combines the latest in computer vision, robotics and medical science to deliver intelligence and efficiency in disinfection.

Ryberg UV-C Disinfection Robots: Safeguarding buildings and facilities in healthcare and beyond. Our UVC technology is proven to kill up to 99,99% of viruses and bacteria without the use of chemicals.

**Why:** On any given day, approx. 1 in 25 hospital patients have at least one Hospital Acquired Infection (HAI). Each year there are 3.8 million hospital-associated infections in EU, from all types of microorganisms, including bacteria and fungi, cause or contribute to 90,000 deaths. This results in €7 billion direct costs and 16 million extra days of hospital stays.

**What:** Ryberg's Disinfection Robots are self-driving disinfection machines that operate at the highest efficiency. Our unique Disinfection Engine makes smart decisions to optimise disinfections and allows our robots to disinfect up to 8 hours and 1.000m<sup>2</sup> per battery charge. Designed to bring a strong layer of defence in the age of deadly viruses.

**How:** Our Disinfection Robots come along with a tablet and App which allows you to operate the Disinfection Robot with ease: it maps your environment and creates efficient navigation paths. Simply set the times for when you want the robot to disinfect. It works autonomously based on pre-determined schedules or on-call for immediate disinfection.



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**Ryberg**

# Shareid

John S. Singh is the entrepreneur behind the concept of ShareID. As a Corporate Immigration lawyer, he advises companies and employees in the EU and became familiar how personal data flows between different departments both within and between organisations. John saw the need for further digitalisation of the workflows. At the same time, John witnesses that document fraud is everywhere and threatening every part of the business.

- Fraud feeds on weak digital identity verification and document verification: The quantity of business documents flowing in and out of a business is continuously growing and the risks related to document management are growing right alongside them. Fake Covid-19 test results, ID, Diploma's, Birth Certificates etc etc. Fraudulent reproduction of certificates has increased significantly, and business needs to protect itself while working compliant and offering a smooth onboarding process.
- Smoother Workflow while respecting the privacy: By enabling business operations to access the personal data required for service provision from a single verified source, processes become streamlined, accurate and secure. This allows businesses to eliminate a significant amount of labour costs and empowers a workforce to work from home or any other location.
- Team: Together with a team of privacy, know your customer (KYC) and data science experts, we have developed the ShareID platform to simplify the way personal data is collected from the data owner. We see the need for a platform where personal data can be verified and exchanged between consumer and business in a transparent, efficient and automated manner. Businesses can then gain access to better and more verified personal data without the administrative burden of repeatedly securing the consent of the data owner.



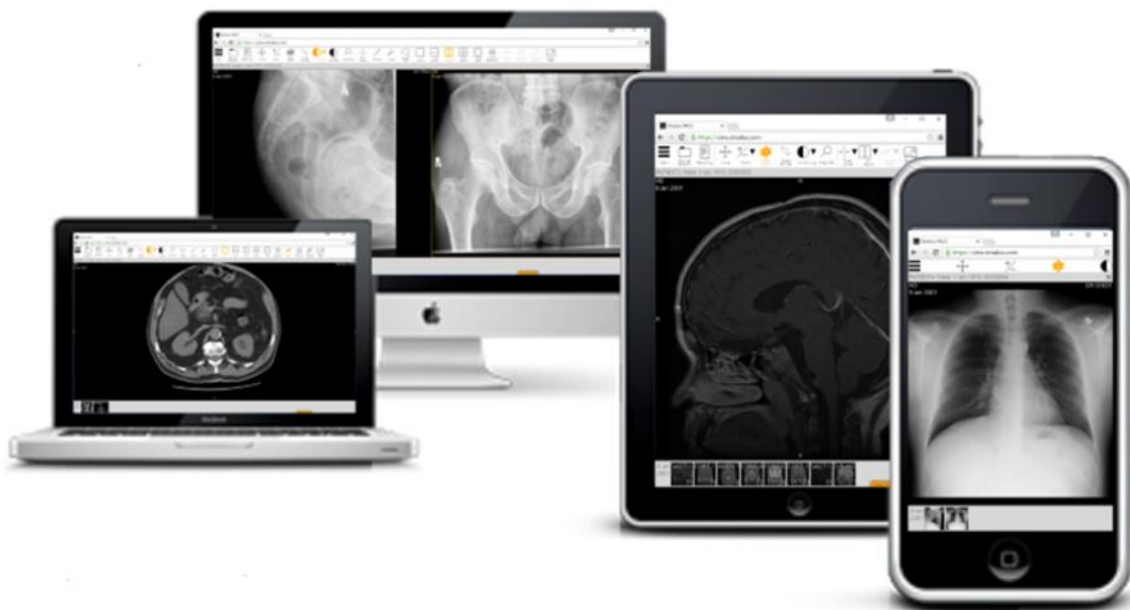
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# Stradus

Stradus provides a fully integrated software solution as a service for PACS, RIS, patient registration and billing and teleradiology. These can be used all together or separately. Offerings are available for large corporate hospital chains to single diagnostic centers and for large tele radiology providers down to single individual tele radiologists. Stradus offers a hybrid solution, providing the best of a pure local server with the best of a pure cloud solution. In that way one can continue working even if the internet is down, while at the same time having piece of mind of reliable and secure availability in the cloud. Stradus allows access to images from anywhere to anyone: Images can be shared with patients, referrers, radiologists etc. for viewing on any computer, tablet or phone without needing to install software.



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# Indian Institute of Technology, Delhi (IIT-D)

IIT Delhi is one of the most renowned technical institutes in the country and it offers engineering and technical courses at bachelor, masters as well as PhD level. The institute is well linked with both the government as well as industry and over the years, has earned a reputation of being a thriving innovation and startup ecosystem in India. The Foundation for Innovation and Technology Transfer (FITT) at IIT-Delhi has collaborated with Atal Innovation Mission, NITI Aayog, Agnii, Pfizer and Social Alpha to launch the Pfizer INDovation Program to support breakthrough healthcare innovations by start-ups in India. This program aims to equip healthcare systems for a post COVID-19 world. This initiative will guide high-quality startups, having at least a tested prototype, and accelerate their journey through product engineering and development services, clinical validation support, regulatory advisory, and market access opportunities through grant support and catalytic cross-industrial collaborations. The Pfizer INDovation Program will help accelerate the journey of start-ups into the market through customised support and by fostering relevant cross-industry collaborations.



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# IIT Madras Research Park

IIT Madras Research Park in Chennai is one of the largest incubation centres in India with a no. of start-ups working in the field of med-tech and digital health. A dedicated B2B session will be organised in partnership with TiE Chennai as well as the Health Technology Innovation Centre (HTIC) located at IIT Research Park. The foreign companies based at the Research Park including Avaaz & Desicrew (and others) will be invited to the session to share market insights with the Dutch delegation. The IIT-Madras faculty working in the field of digital health and med-tech will also be invited to the session. The Dutch company, Eindhoven Medical Robotics also has an on-going project with HTIC.



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# Apollo Proton Therapy Centre

Apollo is one of the largest private hospital chains in India and its flagship hospital is located in Chennai. The visit to Apollo will include discussions with their procurement team for the Dutch companies to identify business opportunities with the hospital chain. The visit will also include discussions with Apollo 247 & Pro Health, focusing on digital health solutions for Indian population.



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# Indian Institute of Science (IISc) ART Park

IISc is one of the most renowned and highly ranked scientific educational institutes in India. It offers courses across in a number of areas including biomedical sciences and biotechnology. IISc is collaborating with both industry as well as hospitals across Bangalore on research as well as clinical aspects. The institute has plans to ramp up its healthcare initiatives, with the opening of a hospital inside the premises. ARTPARK (AI & Robotics Technology Park) at Indian Institute of Science (IISc) has been set up in a public-private model, with support from AI Foundry and Department of Science & Technology (DST) to promote technology innovations in AI & Robotics. It is a recently launched initiative, with a major focus on Healthcare.



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# Philips Innovation Campus

Philips's R&D and innovation centre is located in Bangalore where the major focus is on emerging digital technologies to make healthcare affordable. Philips is increasingly shifting its focus on solutions based approach for healthcare where digital technologies are playing a critical role in providing affordable healthcare for all. PIC has collaborated with Maastricht University Medical Centre and other research centres, hospitals in India on joint bilateral projects in the field of digital health, in the past.

Some of the areas that PIC is investing in currently include 'design approach to enhancing patient experience', 'leveraging innovation ecosystem for healthcare transformation (Philips' start-up accelerator programme)', and AI from lab to production. Broader stakeholder group will be invited to PIC for B2B's as well as discussions.



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# Centre for Cellular and Molecular Platforms (CCAMP)

Centre for Cellular and Molecular Platforms (C-CAMP) is an initiative supported by the Department of Biotechnology, Ministry of Science and Technology, Govt. of India, with a mandate to enable cutting edge Life Sciences Research and Innovation. Established in 2009, C-CAMP has over the years matured into one of the biggest and most vibrant biosciences innovation hubs in India; an engine that is catalyzing some of the country's best deep science research and innovation. C-CAMP is the industry-academia interface arm of the Bangalore Life Sciences Cluster and a gateway to the ultramodern high-end Technology facilities available on campus.

C-CAMP's dedicated funding, incubation, mentorship and accelerator programs for entrepreneurs and startups aim at bridging the gap between idea and product. Within the entrepreneurship ecosystem C-CAMP is now working with close to 2000 startups across India, of which 300+ are supported through its funding, incubation and mentorship programs. All these innovations provide affordable high impact solutions to some of the most critical and socially relevant questions in the life sciences arena in three focus areas - healthcare, agriculture and environment. 45+ of these innovations are now in-market and more than 200 are patent-protected. It has also forged several global partnerships with major innovation centers such as QB3, California, CARB-X, Boston, Roslin Innovation Centre, Edinburgh, Beyond Next Ventures, Japan, Basel University, Switzerland, Indo Israel Innovation Bridge and many others.



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# Embassy of the Kingdom of the Netherlands in India

The Embassy of the Kingdom of the Netherlands, which is located in New Delhi, together with two Consulates General in Mumbai and Bengaluru, two Netherlands Business Support Offices (NBSO) in Ahmedabad and Hyderabad and three Honorary Consuls in Lucknow, Kolkata and Chennai is working towards promoting and supporting Dutch businesses in India. The economic network of India extensively supports the companies that want to do business in India and vice versa. What economic network in India can do? Provide advice - to know the market, identify suitable partners, understand the business culture, legal system, business structure, business access among others. Currently, there are 300 companies operating in India and over 250 companies in the Netherlands.



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Ministry of Foreign Affairs

# Consulate General of the Kingdom of the Netherlands

The Consulate General of the Kingdom of the Netherlands in Bengaluru is an office of the Dutch Ministry of Foreign Affairs. The team at the Consulate consists of colleagues from Trade, Netherlands Innovation Network, Agriculture, Netherlands Foreign Investment Agency and Netherlands Education Support Office.

The office assists the Dutch government, industry, academia and start-ups from the Netherlands to find partners across the South of India. Water, Agriculture, Health, High Tech Systems and Space are some of the priority sectors for the Netherlands in the region.



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Kingdom of the Netherlands

# Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (RVO) helps entrepreneurs and organisations to invest, develop and expand their businesses and projects. Both in the Netherlands and abroad. We are a government agency which is part of the Dutch Ministry of Economic Affairs and Climate Policy.

We support entrepreneurs, NGOs, knowledge institutes, policymakers and organisations. We improve collaborations and strengthen positions through our funding and networks. By sharing our know-how, we help you move forward doing business abroad.



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Netherlands Enterprise Agency

# Task Force Health Care: Mission leader on site

Task Force Health Care (TFHC) has been the frontrunning platform organization for the Dutch Life Sciences & Health (LSH) sector since 1996. It is the first point-of-call for anyone seeking Dutch LSH expertise. Our not-for-profit platform supports Dutch companies, NGOs, knowledge institutions, healthcare providers, and government sectors, to realize and strengthen their international ambitions in the LSH sector. All of TFHC's partners within this network provide innovative and sustainable solutions to global (and local) healthcare challenges, and are active all over the world. To actualize our partners' goals we have visited and maintained relationships with more than 30 countries in the last decade; focusing on Africa, Asia, Europe, Latin America, North America, and the Middle East.

With a combination of physical and digital events, we are able to actively connect the Dutch LSH sector with the rest of the world, with the goal of improving healthcare together. The project that led us here, was a project focused on upgrading, equipping, and training of 65 health institutes in Gujarat in 1996. It was one of the first integrated solutions that our TFHC-partners were able to offer in strengthening of the health infrastructure, and it started our longstanding relationship with the Indian healthcare sector. Since 1996, TFHC has carried out a variety of different activities together with its partners in India. In 2015, a Memorandum of Understanding was signed between Nathealth Healthcare Federation of India and TFHC. As a result of the MoU, both parties developed and strengthened the cooperation and exchange of knowledge in a variety of areas, including digital health. To further support this, TFHC has worked on a variety of missions to India, including the economic mission with the Royal Couple of the Kingdom of the Netherlands in 2019, and various trade missions with former Minister of Health Bruins in 2018 and 2019. In addition to these missions, the Netherlands Enterprise Agency, in collaboration with KPMG India and TFHC, executed a Market Study in 2021. This was carried out to identify business opportunities in India's public and private sector in the field of digital health, including a series of roundtables and webinars.

Both India and the Netherlands have shown to have a strong interest in continuing the exchange of LSH-related solutions. This is reflected in the large number of Dutch and Indian SMEs participating in the LSH track of the trade missions during the last years, and led us to actively involving India in our annual Health~Holland Visitors Programme; which has been both digitally and physically attended by numerous Indian stakeholders over the past 5 years.

Through these activities, TFHC has become a key player in supporting and maintaining the relationships between the Dutch and the Indian LSH ecosystems. TFHC and its partners are looking forward to broadening and strengthening their network within India and to creating long-lasting partnerships to help improve today's and tomorrow's healthcare challenges!



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# Export Partner B.V. : Mission coordinator

As the Netherlands' largest export consultancy, Export Partner has been serving companies that want to expand internationally since 2002. This is done through different services; new business development, online marketing, market research and trade exhibitions & missions. Export Partner provides advice and support within various sectors and industries, and establishes contact with potential international customers e.g. distributors, retailers, wholesalers and OEM's. A variety of export specialists with knowledge and experience in different markets are active within Export Partner. They help ambitious companies realizing structural export growth. Not only through expertise and effective working method, but even more so through their solid business acumen and Dutch hands-on mentality.

For the trade missions Export Partner builds upon the knowledge and experience of NEC (Nederlandse Export Combinatie – Netherlands Export Combination), which is part of Export Partner B.V. as of 2019. NEC has been organizing trade missions as early as the 1950s. Starting as a one-men organization, growing to a membership organization with more than 550 members. These missions are often organized in close cooperation with Dutch Ministries, the Netherlands Enterprise Agency (RVO), (Dutch) embassies abroad, our local partners and branch organisations. For almost 10 years already, NEC carries out trade missions and trade shows on behalf of the Dutch government after obtaining the framework contract of the RVO. In 2019 NEC and Export Partner joined forces and from then onwards operate under Export Partner B.V.



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