



HEALTHCARE MADE IN EMILIA ROMAGNA : INCOMING EVENT

May13th 2019

**Tecnopolo Mario Veronesi
Via 29 Maggio , 6 – Mirandola**

AGENDA of THE MEETING

14,30 - 14,40 : Dott. Licia Ribaldi - Scientific
Marketing Advisor TPM Mario Veronesi -

**« Opening and role of Tecnopolo Mario Veronesi in
Healthcare Made in Emilia Romagna Project»**

14,40 – 14,50 : TBD - Servizio Attrattivit  e
Internazionalizzazione -Regione Emilia-Romagna-

**« Healthcare Made in Emilia Romagna project
framework and aims »**

14,50 – 15,00 : Prof. Emanuele Gatti - Presidente
ITKAM - Camera di Commercio Italo Tedesca -
« ITKAM – Partner for the German Market»

15,00 – 15,15 : Avv. Roberto Sammarchi – Ufficio Rappresentanza Itkam in Emilia Romagna -

« Technology Transfer contracts and cooperation frameworks in the healthcare sectors »

15,15 – 15,35 : Dr . David Eckensberger -Head of Department International Affairs, Hessen Trade & Invest GmbH -

« The German Healthcare sector – focus on Hessen»

15,35 -16,35 : presentation of each Italian companies participating to Healthcare Made in Emilia Romagna Project (5 minutes each)

16-35 – 16,45 – coffee break

16,45- 17,00 : Prof. Jorg Vienken - Itkam Consultant-

« Current Challenges of the German Medical Device Industry: the 3 P's»

17,00 – 17,15 : questions and answers session

17,15 – 17,30 : Dr. Christine Schattner - Key Account Specialist ITKAM -

«ITKAM practicalities»

17,30 – 17,45 : questions and answers session

17,45 – 18 ,00 : Dott. Licia Ribaldi - Scientific Marketing Advisor TPM Mario Veronesi -

«Conclusions and Next Steps Forward»

We are pleased to invite you to join us for a cocktail with snacks and appetizers that will be served at the end of the meeting