

## Strong presence of Nordic skills and innovations in life science at Arab Health 2018

Danish, Finnish and Swedish organizations join forces to facilitate business partnering and networking at Arab Health 2018. At the event, 75 Nordic companies bring innovative life science solutions aiming to add sustainable value to the Middle East healthcare sectors and to build lasting relations between the Nordic participants and local stakeholders.



Business Finland, Business Sweden, Danish Health Tech Group and Global Pharma Consulting are coordinating four national pavilions at Arab Health 2018. To kick off the trade fair, the organizations announce

an exclusive Nordic Business Partnering and Networking Reception for invited guests on Monday 29 January 2018 at 7-10 pm at the Sofitel Dubai Downtown.

"This is the only opportunity for stakeholders in the MENA region to talk to so many decision makers, officials and experts from the Nordics in one place in a relaxed setting," explains Senior Consultant Paula Hassoon at Global Pharma Consulting, organizer of The Innovation Pavilion by Sweden.

"Joining forces with our Danish and Finnish colleagues to host a Nordic partnering and networking event brings added value to all of the participating companies," she says.

### Digital health from Finland

At the four national pavilions, the Nordic companies will showcase cutting-edge med-tech solutions and technologies to the MENA region. According to Meria Heikelä, Director at Business Finland and co-organiser of the Finnish pavilion, Finland ranks among the three strongest health technology economies in the world, with digital health being its largest high-tech export.

"Finland's world-class research and technology competencies are the pinnacle of its health sector and one reason why Finland has one of the most efficient healthcare systems in the world. Preventive healthcare and rehabilitation solutions are among the key focus areas of Finland at Arab Health 2018," explains Meria Heikelä.

### Danish innovations in med-tech

With the annual Pavilion of Denmark at Arab Health and a recent business delegation visit to UAE and Saudi Arabia healthcare sectors, Danish Health Tech Group is committed to share the Danish med-tech strengths with stakeholders in the MENA region.

"In Denmark, we prioritize design and quality, and innovate through an inherent focus on public-private sector cooperation and by proactively involving patients and staff in the healthcare sector," says Thomas Andersen, Head of Danish Health Tech Group.

### Swedish world-class healthcare

While all the Danish companies are exhibiting with Danish Health Tech Group, Sweden offers two different pavilions.

The Innovation Pavilion by Sweden and the official Swedish pavilion each has representatives from 20 Swedish healthcare and life science companies.

"Sweden is known for its world-class' innovations within the healthcare sector. Much of this success derives from the tradition of entrepreneurship through the close collaboration between the government, academia and industry," says Fredrik Bodin, Trade Commissioner of Sweden to the UAE, co-organizer of the official Swedish pavilion.

### The national pavilions at Arab Health 2018

- The Innovation Pavilion by Sweden, organized by Global Pharma Consulting, located at Za'abeel Hall 6 Z6.E30
- The Finnish Pavilion, co-organized by Business Finland and Business Oulu, located at Hall H3 A10
- The Pavilion of Denmark, organized by Danish Health Tech Group, two pavilions located at Trade Center Arena SA.F50-59 and Za'abeel Hall 6 Z6.E30
- The official Swedish pavilion, organized by Business Sweden and the Embassy of Sweden in Abu Dhabi, located at Za'abeel Hall 1, Z1.G50

More information to be obtained from:

Business Finland (Finpro) at [www.finpro.fi](http://www.finpro.fi)

Business Sweden's at [www.business-sweden.se](http://www.business-sweden.se)

Danish Health Tech Group at [www.dk-healthtech.com](http://www.dk-healthtech.com)

Global Pharma Consulting at [www.globalpharma.se](http://www.globalpharma.se)

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