

Workshop: Grow Your Business Nordic

Agenda

09.15 Registration of participants and coffee

09.30 Welcome and introduction
Moderator Marianne Larsson and
Nordic Innovation

09.45 Objectives of the workshop

10.00 Task one: Why the Nordics

10.30 Coffee break

10.45 Inspirational speaker:
Do's and Don'ts in Nordic collaboration
SidekickHealth CEO and co-founder
Dr. Tryggvi Thorgeirsson

11.00 Task two: Challenges and possibilities

**11.30 Opportunities in Nordic collaboration for
Icelandic companies**
Interview with Andri Marteinson, Director at
Promote Iceland

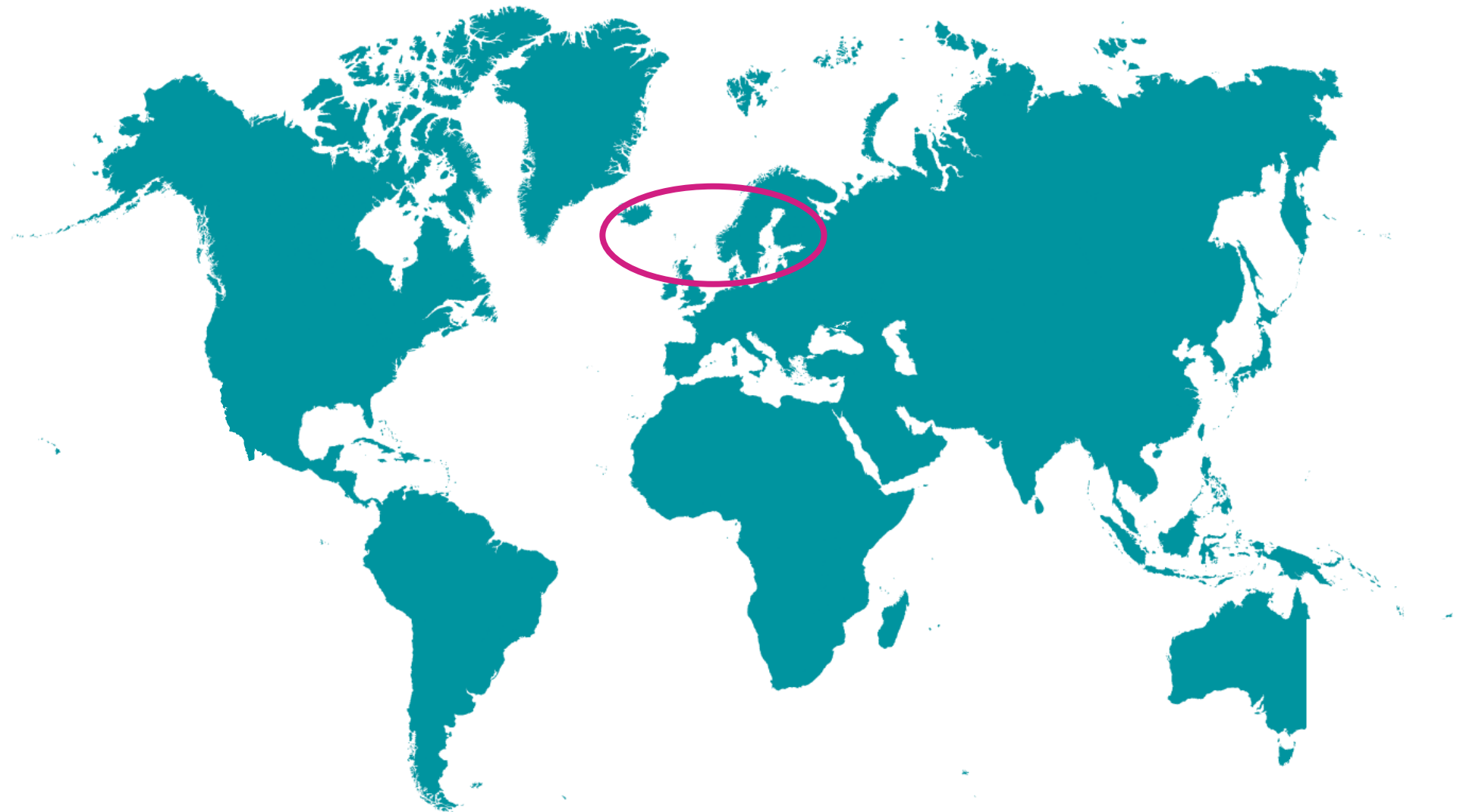
11.45 Nordic possibilities
Icelandic Presidency in the Nordic Council of
Ministers

12.00 Hack U2
Berglind Hallgrímsdóttir, board member at
Nordic Innovation
Pórður Reynisson, Senior Innovation Adviser at
Nordic Innovation
Rasmus Malmberg, Senior Innovation Adviser at
Nordic Innovation

12.15 Wrap up



Strong?





Interreg
Öresund-Kattegat-Skagerrak
European Regional Development Fund



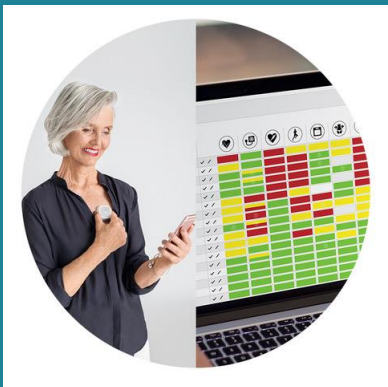
**HEALTH
TECHNORDIC.**

- 40%

[Improved Quality of Life]

MORE EFFICIENT

[Quality of Work Life]



EMPOWERING

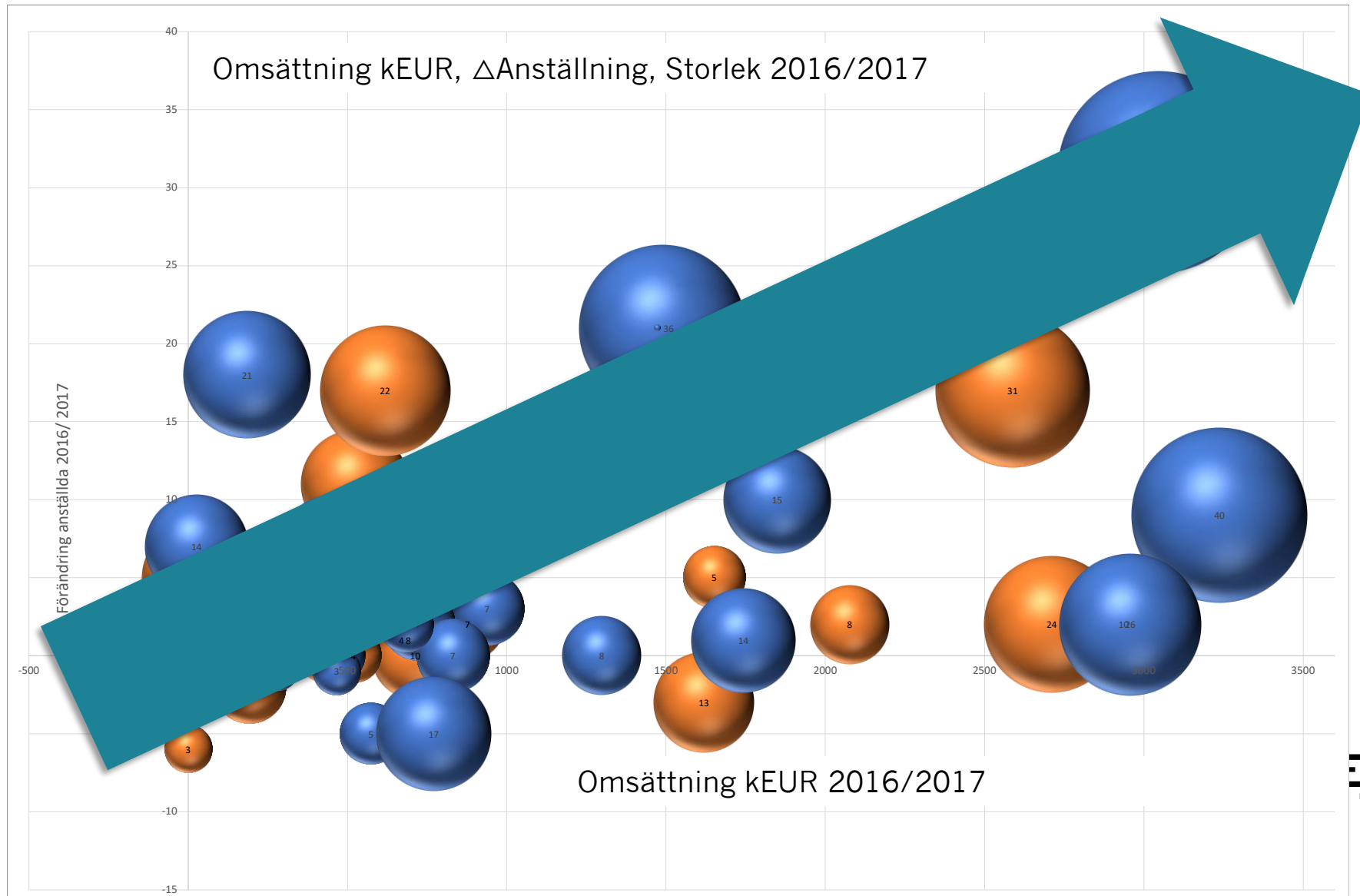


EMPOWERING the INDIVIDUAL

www.healthtechnordic.com



Turnover, new employment and company size 2016 vs 2017



2018

2017

2016

Nordics at Health 2.0 SILICON VALLEY



178
2





Kara. Therapy. Simplified

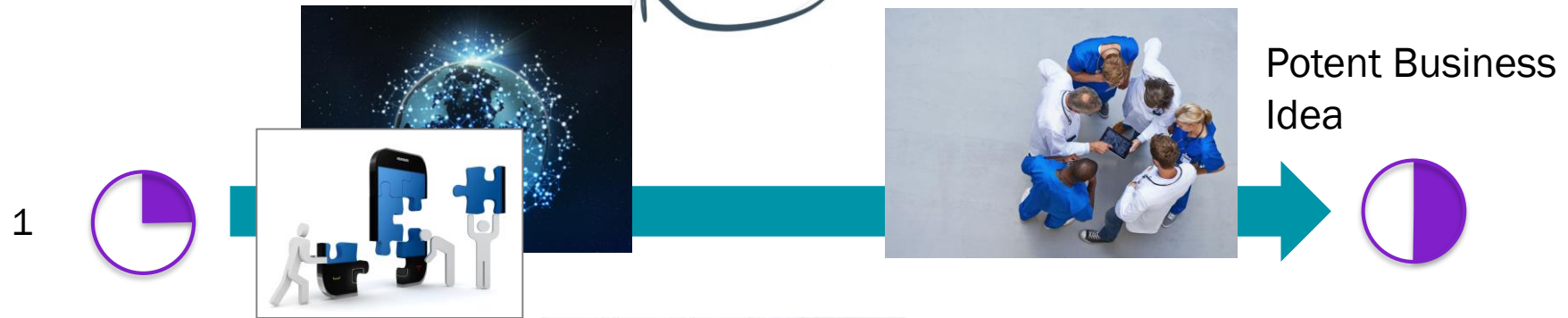
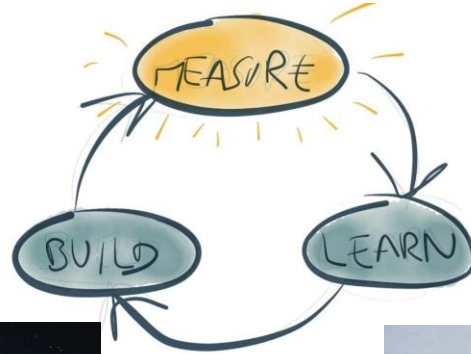
SideKickHealth





Startups
Profession
Industry
Providers
Payers
Relevant
expertise





Interreg

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European Regional Development Fund



EUROPEAN UNION

STARTED with NORDIC INNOVATION

**HEALTH
TECH** NORDIC.

Health Demography and Quality of Life

Your valuable input, please!

Task 1: 10.00. 15+15 minutes

Task 2: 11.11. 15+15 minutes



Task 1

What would be the point for me/us going Nordic?

- **15 min**
 - Think, discuss around table, prepare
- **15 min**
 - Sharing key messages to all

Hurdles – Task 2

Task 2

What difficulties do you see going Nordic?

- **15 min**
 - Think, discuss around table, prepare
- **15 min**
 - Sharing key messages to all

Berglind Hallgrímsdóttir

Board member at Nordic Innovation

Managing Director at Innovation Center Iceland

Þórður Reynisson

Senior Innovation Adviser, Nordic Innovation

Rasmus Malmberg

Senior Innovation Adviser, Nordic Innovation

Nordic Innovation

Stensberggata 25, Oslo

www.nordicinnovation.org



Thanks!

