



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council

UK ASSISTIVE AND CARE TECH MARKET ENTRY WORKSHOP

DATE: 21.09.2023

LOCATION: COPENHAGEN

**GAIN INSIGHTS INTO NEW BUSINESS OPPORTUNITIES FOR
DANISH ASSISTIVE AND CARE TECH COMPANIES IN THE UK**

Are you interested in how to enter the UK market? The Embassy of Denmark in London is hosting a free UK market entry workshop in Copenhagen with focus on business and export opportunities within the assistive tech, elderly care and care tech sector the UK.

The UK have recently launched the first national strategy for Medical Technologies, showing a heightened interest for welfare, and assistive technologies. The strategy and the current NHS backlog have created a strengthened focus on the need and value provided by means of medical and assistive technologies. The national health system demand thus provides a unique opportunity to showcase and position innovative Danish solutions and strongholds.

This workshop will include presentations and Q&A-sessions on the opportunities on the UK market with representatives from patient associations, as well as individual guidance on Brexit regulation. Market Access experts will be answering your questions about export registration, the free trade agreement (TCA) and UKCA marking. Lastly, the programme will help prepare delegates to partake and meet byers, NHS trusts and care homes at our joint visit to the OT Show (Nov 22-23).

The workshop will leave you with a better understanding of how your products can address the needs of the British healthcare system and how to navigate some of the negative effects and uncertainties after Brexit.

WHY JOIN?

- Introduction to the UK market for assistive tech, elderly care and care tech
- Unique opportunity to meet and receive feedback from UK patient associations
- Learn about post Brexit requirements and certifications, UKCA marking and UK responsible person (UKRP)

PROGRAM:

- **09.00:** Welcome and Coffee
- **09.30:** Presentation and Q&A session on market opportunities with patient associations
- **10.15:** Introduction and guidance to changes in regulation post Brexit by the Market Access Team
- **11.00:** Presentation and discussion of opportunities for Danish companies at the OT show (Nov. 22-23)
- **11.30:** Lunch and network

THE OCCUPATIONAL THERAPY SHOW

The Occupational Therapy Show is the UK's leading event for the Occupational Therapy community held at the NEC Birmingham on 22-23 November 2023. The delegation visit to the show will be an opportunity to meet buyers from NHS trusts and care homes, as well as to meet healthcare professionals and distributors. [Exhibitor list](#) & [Programme](#)

PRACTICAL INFORMATION

The event will take place at the Eigtveds Pakhus, Strandgade 25D, Copenhagen on September 21st 2023 from 09.00-12.00. Refreshments will be served during the event including a light lunch.

For more information and sign up, please contact Natasha Granzow at natgra@um.dk

DEADLINE FOR REGISTRATION IS FRIDAY, SEPTEMBER 15



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DANISH:CARE
Trade Association for Assistive Technology



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