

HELP MAKE LIFE BETTER FOR PEOPLE IN THE FRENCH ELDERCARE SECTOR

INVITATION TO BECOME PART OF A STRONG SALES ALLIANCE IN FRANCE
FOR DANISH COMPANIES WITH INNOVATIVE SOLUTIONS



UNIQUE OPPORTUNITY FOR DANISH SUPPLIERS TO THE ELDERLY SECTOR

- Denmark is the number one “go-to-country” when French decision makers are looking for inspiration in elderly care
- Over the last couple of years the Danish Embassy in Paris has been hosting several visit to and from Denmark and...
- ...the embassy has created a strong strategic sales alliance with a number of Danish companies
- The alliance focus on creating sales opportunités for Danish companies by visiting nursing homes, developing seminars, meeting with distributors and agents, planing visits to Denmark and creating stories in French media etc.
- If you are a supplier of innovative, high quality solutions and products targeted the eldercare sector, you should consider being part of our alliance and explore your opportunities on the french market



WE HAVE THE EXPERIENCE AND WE HAVE A VERY STRONG TEAM TO SUPPORT YOU



Annette Bertelsen Arbes

Senior Advisor, Health Care, Danish Embassy Paris

Our senior advisor Annette Bertelsen Arbes is leading our efforts on the elderly care agenda.

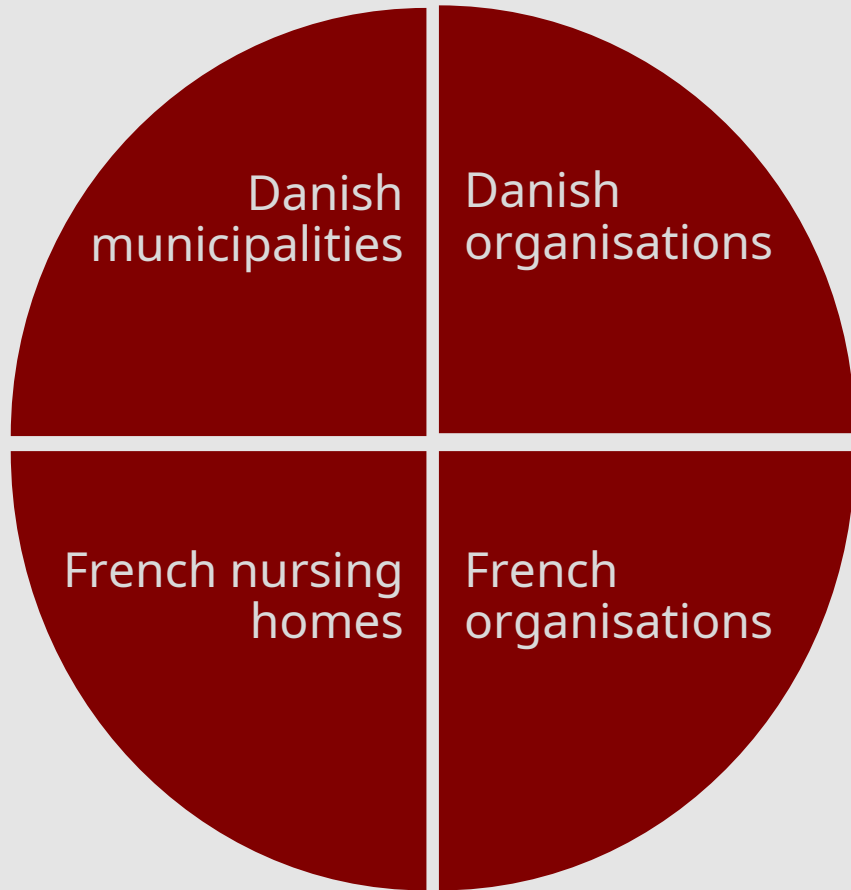
Annette has lived in Paris since 1997 and she has worked with export promotion at the Danish Embassy since 2000.

For the last 9 years Annette has exclusively been focusing on the health care sector and for the last four years, she has worked intensively with elderly care spending most of her time developing this sector and building a very strong network.

Annette is often used as speaker in France talking about Danish health care and especially the Danish elderly care model and welfare technologies.

Annette is strongly supported by our ambassador in high-level settings as well as by our senior advisor on ICT/Technology, Tina Schou, who has worked with trade promotion at the Embassy since 2009.

WE HAVE THE NETWORK AND THE RIGHT PARTNERS IN DENMARK AND IN FRANCE TO CREATE SUCCESS



- Close corporation with Danish municipalities to showcase Danish solutions during visits to DK and ensure expert speakers at seminars in France and Denmark



- And a close cooperation with Danish organisations to receive French delegations in DK



- In France we work with the 3 most important elderly care organisations to access decision makers
- And the organisation France Silver Eco to promote the Danish silver economy in France & access new networks

WE HAVE A 2019 STRATEGY TO SUPPORT YOU AND BOOST DANISH CARE EXPORT TO FRANCE



- 12 months strategic effort building on previous years' activities
- Focus on creating direct sales opportunities, network and awareness

Activities planned

- 2-3 delegation visits to Denmark with nursing home directors and decision makers will be organised
- 2 larger seminars in France for nursing homes and political decision makers with story telling about the Danish model and showcasing your solutions are under planning
- 1-2 in-house seminars with private groups of nursing homes are also under planning
- A half-day seminar with FRANCE SILVER ECO will be organised during Q2
- Communication on the Danish eldercare model and news on Danish solutions are to be further increased via our existing platform on LinkedIn "Grand Age et Dignité"
- More activities to be schedule after dialog in the alliance

5 MAIN REASONS FOR JOINING US AND TO BECOME PART OF A SUCCESS

Companies participating will become part of a common platform positioning themselves around the Danish eldercare model and the benefits of welfare technologies

Lead generation

- Get leads and spot market opportunities by meeting high level key decision makers from both the public and private nursing homes, 50+ housing groups (“residences services seniors”), home care actors and the authorities

Relationship building

- Strengthen your network and build relationships with key decision makers

Market intelligence

- Learn more about your customer needs and e.g. how your customers can apply for financing possibilities for welfare technologies

Market access

- Become or stay part of the Danish eldercare story that has already gained trust and recognition in France

Knowledge sharing

- Benefit from and share knowledge with your alliance partners thus increasing your knowledge of the market and its players

TO SIGN UP AND BECOME PART OF OUR SALES ALLIANCES



If you want to explore your possibilities for growing your exports to France please reach out to:
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Cost for the 12 month corporation is DKK 32.338*



Deadline for signing up 15th February 2019



* Price with approved government subsidies. Prices include the organization of the different activities in 2019. Travel expenses and dinner costs during the activities are to be covered separately by company representatives. If decided by a majority of alliance members, added to this price can be a fee to join the Synerpa Partner Club. Prices do not include participation at the FNADEPA Congress 20-21 June 2019 (an separate offer will be made).