**CONCEPT NOTE**

**Webinar on Post Covid-19 Norway-Israel**

**Background**

The Covid-19 (C-19) pandemic has demonstrated the crucial need for increased international cooperation. There is a constant demand for C19 solutions and products that can remedy and counteract the consequences of the current pandemic and mitigate any future crisis that are related or may arise. There is need for rapid development in order to respond to the crisis.

There is strong political support in Israel and Norway for increased cooperation within research, innovation and development between the two countries. This was also reflected in a memorandum of understanding signed on January 12, 2017. Health technology and e-health has been particularly pointed out as an issue of interest.

Israel is becoming a global hub of innovation, particularly within digital technologies, life sciences and medical equipment. Norway has a strong innovation ecosystem for developing health-related technologies. Both countries share challenges regarding aging populations, shortage of medical workforce as well as empowered, health conscious consumers. Both countries provide similar public social services and state-financed health facilities. Both health systems face profound transformations utilizing modern health technology to stay sustainable.

**Webinar on post Covid-19 Norway-Israel**

Due to the above, the Norwegian Embassy in Tel Aviv and Norway Health Tech has initiated two webinars on post Covid-19 issues such as health tech, digital solutions, communication and logistics. The webinars will focus on how to remedy and counteract different consequences of the current pandemic and mitigate any future crisis that are related or may arise.

The first webinar will focus on how and what Norwegian companies can contribute with to the Israeli market and health system. The second webinar will focus on Israeli companies and how they can contribute to the Norwegian market/ system.

When: The first webinar will be on November 11. The second webinar will tentatively take place in December

Target group The ambition is to set up a virtual meeting place where buyers, procurers and top-level managers in different health markets get to know impactful C19 solutions and products for today’s and tomorrow’s challenges.

**About Norway Health Tech**

Norway Health Tech (NHT) has created a digital platform for products and solutions. The health technology cluster has also established a program towards national and international markets that gives a glimps of the greatest health tech solutions Norway has to offer.

**Other collaborators**

* Oslo Municipality
* Nordic Proof ([www.nordicproof.org).](http://www.Nordicproof.com)
* Israeli Embassy in Norway
* Israeli Export Institute

**Format and organisation**:

* The webinars will last for maximum 2 hours.
* In order to make the webinars as relevant as possible, the webinars will present a mapping of the challenges of today and tomorrow in the respective health systems, which will be presented during the webinar.
* The webinar will be streamed via Quickchannel.
* We will also make a virtual matchmaking session as a part of the webinar.
* The webinars will be in English

**Tentative Schedule for the First Webinar- Norwegian companies pitching**

* Opening speech by the Norwegian Ambassador in Tel Aviv

Health Tech Pitch

* 1st Half of the program focuses on:
* Israel Market Entry, both the administrative side (FDA approvals, VISA, etc.) and the business side
* Ecosystem information/ "Why Tel Aviv?" and what are the needs on the Israeli side
* Testimonial from an executive about their experience setting up a business (in Israel) (Do’s and Don’ts in Israel)
* 2nd Half: Norwegian companies pitch to a panel of experts from the Israeli health sector, a health association, Israeli hospitals and/or care homes
* The pitch will be followed by Q&A for each company.
* The event will close with a discussion between the expert panel and the companies allowing for a “peek behind the curtain” where the companies could ask questions about the possibility to scale into Israel.

**Tentative Schedule for the Second Webinar- Israeli companies pitching**

* Opening speech by the Israeli Ambassador in Oslo

Health Tech Pitch

* 1st Half of the program focuses on:
* Norwegian Market Entry, both the administrative side (FDA approvals, VISA, etc.) and the business side
* Testimonial from an executive about their experience setting up a business (in Norway)
* Ecosystem information/ "Why Norway?" and what are the needs on the Norwegian side
* 2nd Half: Israeli companies pitch to a panel of experts from the health sector, a health association, Norwegian health resources from hospitals and/or care homes
* The pitch will be followed by Q&A for each company.
* The event will close with a discussion between the expert panel and the companies allowing for a “peek behind the curtain” where the companies could ask questions about the possibility to scale into Norway.

**Contacts**:

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**Registration**: Registration on the web invitation. This is being handled by Norway Health Tech.

This is our near future. Are you up for it?

