



# Annual Review 2018



**WWW.TFHC.NL**

Visit [www.tfhc.nl](http://www.tfhc.nl)  
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## Preface

TFHC achieved great success in 2018 with focused efforts on creating and strengthening relationships with new and existing partners. Building on this success, the introduction of regional platforms has been a key feature in further supporting collaborative efforts between likeminded organizations.

Our portfolio of activities is geared towards effectively supporting our partners in their international aspirations. Each of TFHC's regional platforms are managed by dedicated experts who stay at the forefront of health developments in their respective regions. This knowledge is shared with our community and used to design inspiring and impactful events, with programmes that focus on regional relevance. The schedule of events organized in 2018 is indicative of the quality and range of our activities.



We thank all of our partners and participants for their continued support and welcome you to explore what the TFHC has to offer in 2019.

**Micha van Lin**  
Managing Director

## Acknowledgements

Collaboration is an important priority for the TFHC. Along with many other companies, organisations and individuals, the TFHC completed very successful activities. Therefore, we thank the following partners for the excellent cooperation in the past year and look forward to many future collaborations.

- The TFHC board members and especially TFHC Chairman;
- The Chairmen & Vice-Chairmen of all TFHC Platforms;
- Topsector Life Sciences & Health;
- The Dutch Embassies, Consulates and NBSOs;
- The Embassies of partner countries in the Netherlands;
- Netherlands Enterprise Agency (RVO);
- The Ministry of Health, Welfare & Sports;
- The Ministry of Foreign Affairs;
- The Ministry of Economic Affairs and Climate Policy;
- And all other colleagues in the Life Sciences & Health sector;
- The TFHC Team!

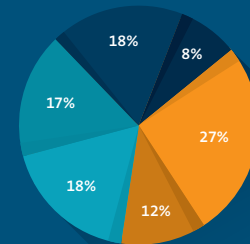


## Facts & Figures



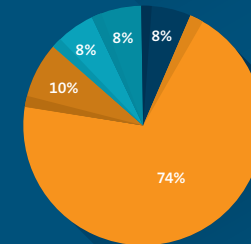
Number of partners: **130**

Number of activities: **32**



TFHC Partners per strength 2018

|                     |    |     |
|---------------------|----|-----|
| Public Health       | 35 | 27% |
| Mobility & Vitality | 15 | 12% |
| Medical Devices     | 23 | 18% |
| Hospital Build      | 22 | 17% |
| eHealth             | 24 | 18% |
| Product Development | 11 | 8%  |



Partners per organisation type

|                      |     |
|----------------------|-----|
| Private sector       | 74% |
| NGO's                | 10% |
| Knowledge institutes | 8%  |
| Government           | 8%  |
| Health providers     | 8%  |



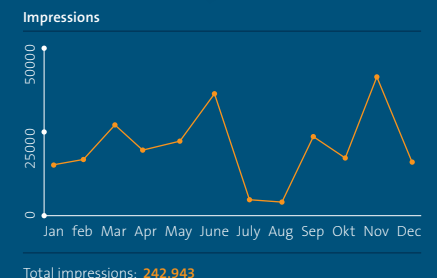
| Organic search |              | Direct search |              | Referral |              |
|----------------|--------------|---------------|--------------|----------|--------------|
| 2017           | 2018         | 2017          | 2018         | 2017     | 2018         |
| 9998           | 14.477       | 4793          | 6547         | 1335     | 2071         |
| Users          |              | Page views    |              | Sessions |              |
| 2016           | 9891         | 2016          | 57131        | 2016     | 15380        |
| 2017           | 16362        | 2017          | 78872        | 2017     | 25950        |
| 2018           | <b>23302</b> | 2018          | <b>85170</b> | 2018     | <b>34995</b> |



Twitter statistics 2018

Followers gained: **189**

January 2018: 1148  
December 2018: 1337



# TFHC Worldwide

Task Force Health Care supports and facilitates companies and organisations in international business, through various TFHC activities business opportunities arise which are normally hard to expose.



## TFHC NORTH AMERICA

Mieke Flierhuis

June | USA  
Market Study TEXAS

June | USA  
Visitors Programme BIO with Hans Schikan

September | USA  
Visitors Programme HVP



## TFHC LATIN AMERICA

Suze Kruisheer

March | Colombia  
Visitors Programme

September | Colombia  
Visitors Programme HVP

November | Colombia  
Economic Mission with Prime Minister Rutte and Minister Bruins



## TFHC EUROPE

Guido Danen

February | Belgium  
Health Mission with Minister Kaag

April | France  
Market Study

May - June | Scandinavia  
Roadshow

September | Netherlands  
World of Health Care

October | Germany  
Economic Mission with Her Majesty Queen Maxima, His Majesty King Willem-Alexander and Minister Kaag

November | Germany  
Holland Pavilion MEDICA



## TFHC AFRICA

Erik Pentinga

September | Kenya  
Visitors Programme HVP



## TFHC MIDDLE EAST

Jennifer Schrage

January - February | UAE  
Holland Pavilion ARAB HEALTH

September | Saudi Arabia  
Health Mission



## TFHC ASIA

Amy van Bragt /  
Esther van den Heuvel  
(starting from 1st of May 2019)

April | China  
Holland Pavilion CMEF

April | China  
Economic Mission with Prime Minister Rutte, Minister Kaag, Minister Bruins, Minister Schouten and vice-minister Van Veldhoven

May | China  
Elderly Care Mission with Director General of Longterm Care Mr. Kees van der Burg

May | India  
Economic Mission with Prime Minister Rutte, Minister Kaag, Minister Schouten, Minister Nieuwenhuizen, Minister Bruins

September | India  
Visitors Programme HVP

September | China  
Visitors Programme HVP

November | China  
Network Event Healthy Ageing in China & The Netherlands

November | Indonesia  
Health Mission with Minister Bruins

December | ASEAN  
Market Study\*

December | Japan  
Market Study\*

The world knows 195 countries which cope with different and similar health opportunities and challenges each in its own context. The market intelligence of the Task Force Health Care provides you with easy access to valuable information for your export strategy. Visit [www.tfhc.n/shop](http://www.tfhc.n/shop) for all the TFHC Market Overviews, Quick Health Facts and Regional Benchmarks.



# Around the World of Health Care in One Day

Connect and share knowledge, challenges & solutions



Join us on September 26th in Rotterdam for the World of Health Care congress! Explore worldwide healthcare developments, challenges and solutions, where you will feel inspired through dialogue and facilitated networking activities.

You'll have the opportunity to connect with international delegates working at the forefront of the health sector, including decision-makers from different tiers of government, and Dutch Life Science & Health professionals from the public sector, NGO's, knowledge institutes and industry.

Look forward to a day of networking, knowledge sharing and fostering meaningful partnerships!

## Save the Date WoHC 2019

26 September  
Submarine Wharf, Rotterdam

For more info & tickets  
visit [www.wohc.nl](http://www.wohc.nl)

Relive WoHC 2018  
with the QR Code



## New Partners



Do you also want to become  
a new partner of TFHC?  
Visit [www.tfhc.nl](http://www.tfhc.nl) for more info

