

Holland US Bridge | Workshop: Doing business with the Life Sciences & health sector in the USA

1 July 2019 | VNO-NCW, The Hague | Free participation (lunch included)

We are happy to invite you to participate in the 1st workshop on how to do business with the LSH sector in the US, organized by Holland US Bridge (HUB) and Task Force Health Care (TFHC). This event is open for all Dutch Life Sciences & Health start-ups and emerging companies that are considering to enter the US healthcare and/or capital market.

During this workshop, experts Jasper Evers (HUB) and Ari Aminetzah (Tracer & TFHC Coach) will share tips, tricks and first-hand experience on why, when and how to enter the US market.

Please note that this workshop will take place prior to the **Participants Meeting of the Economic Mission to Boston** at the same venue of VNO-NCW.

Programme

12:00 Welcome & Lunch

12:30



Start and Introduction

by Mieke Flierhuis, TFHC Programme Manager North America

12:40



Key drivers for crossing the Atlantic

By Jasper Evers, Director Holland US Bridge

Addressing the main reasons for Dutch LSH companies to enter the US market.

- US healthcare market
- US capital market
- Raising money with US investors
- Brief outline of the Holland US Program

13:25

Q&A

13:35

Short break 10 mins.

13:45



Doing Business in the US – Main differences with Europe

By Ari Aminetzah, MBA & Ph.D cand.

Chief Business Officer Tracer Europe and North America

[See full profile here](#)

- Key drivers for Tracer to open-up in the US
- Differences in doing business
- Cultural differences
- Practical do's and don'ts
- "War stories"

14:30 **Q&A**

14:40 **Wrap-up**

14:50 End

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15:00 Invitees only: Participants Meetings of the Economic LSH Mission to Boston

17:30 Network drinks

Details

Where: VNO-NCW
Route description: [Click here](#)
Info: Mieke.flierhuis@tfhc.nl / +31 6 83715204

About the organizers

The HUB program is an initiative founded by the Province of South Holland and the city of Rotterdam to match Dutch promising life sciences companies with deeply experienced US based mentors to receive thorough strategic advice and hands-on support with their operations.

TFHC is a public-private platform with over 20 years of experience in connecting Dutch Life Sciences & Health organizations with relevant international stakeholders. Its mission is to overcome global healthcare challenges by offering Dutch innovative solutions. Its 120+ partners are Dutch companies, knowledge institutes, NGO's, healthcare providers and government organizations in the healthcare sector. The US is one of the priority countries for TFHC.