

# Norwegian-German Cooperation in Healthcare

Trade Mission to Germany in connection with the leading digital health exhibition DMEA | 20.04.-23.04.2026



Picture: Pixabay

From 20.04. to 23.04.2026, DREBERIS GmbH, in cooperation with Management Consultant Hilde E. Bjerke, will conduct a business trade mission to Germany on behalf of the German Federal Ministry for Economic Affairs and Energy. This project-based funding measure is part of HEALTH MADE IN GERMANY - Export Initiative for the German healthcare industry and is implemented under the Market Development Programme.

## Target Market and Industry

Germany's healthcare market, with annual expenditures of €495 billion, is the largest in Europe and a global leader in digital health and medical technology. Driven by initiatives like "Digitale Gesundheit 2025", Germany advances telemedicine, electronic health records, and AI-driven diagnostics, creating a dynamic hub for innovation.

National strategies and EU programmes further foster research, regulatory harmonisation, and international

collaboration, positioning Germany as a prime destination for Norwegian health-tech expertise and cooperation.

In addition, Norwegian companies can participate in EU-funded projects under the EU4Health programme; Norway takes part in EU4Health, and the Norwegian Directorate of Health serves as the national contact point, promoting participation and providing guidance on calls, consortium building, and compliance—facilitating collaboration with German partners on high-impact projects.

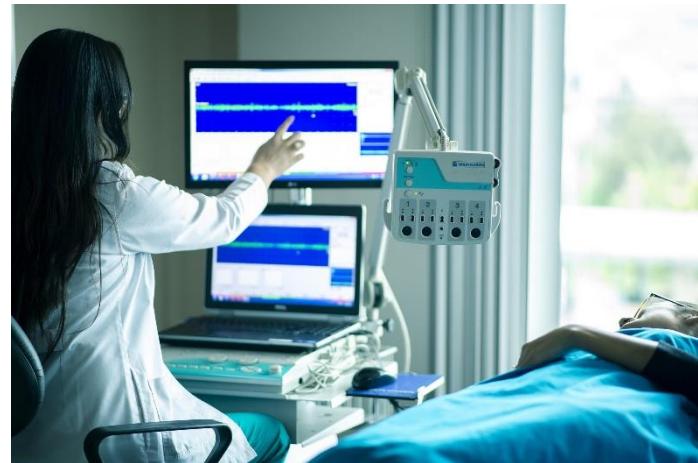
## Organizer

## Target Group

The trade mission is designed for Norwegian state, municipal, and city medical facilities, clinics, and healthcare providers, as well as private-sector healthcare institutions, associations, distributors and buyers from both public and private entities, research institutions and other networks within the healthcare industry in Norway.

## Market Opportunities:

- Market development for innovative medical technology, telemedicine and innovative digital health solutions
- Interoperable and secure health IT-Systems: development of solutions for secure, connected healthcare, aligning with Germany's focus on data-driven care and interoperability



Picture: Pixabay

- Joint research and development in digital health: collaboration with German universities and clinics on AI and health-tech projects
- Best practice for connected care: sharing innovations to enhance healthcare systems

## Benefits of Participation

- **Business expansion and networking:** establish initial contacts or expand activities through connections and individual meetings with innovative German industry representatives.
- **Participation in DMEA:** connect with industry leaders at Europe's leading digital health event in Berlin.
- **Knowledge transfer and best practices:** exchange expertise and experiences e.g. in telemedicine, AI diagnostics and interoperable healthcare systems.
- **Insights into German standards:** gain knowledge of Germany's digital health solutions, regulations, and market requirements.
- **Strategic Partnerships:** build and strengthen trade and R&D collaborations with German universities, clinics, and companies.
- **Fully organized program: benefit from comprehensive support and guidance** by the DREBERIS team in Germany.

## Preliminary Program

Date	Agenda
<b>Sunday, 19.04.2026</b>	Individual arrival in Berlin
	Briefing with an introduction to the German healthcare market
	<b>German-Norwegian Conference and Networking Event "Digital Health"</b> with expert talks and individual B2B meetings, speakers e.g.:
<b>Monday, 20.04.2026</b>	<ul style="list-style-type: none"> <li>• Bjarte Frøyland, Senior Advisor, The Norwegian Directorate of Health</li> <li>• Martin Nietz, Innovation Norway</li> <li>• Antonia Jung, HealthCapital Berlin-Brandenburg</li> </ul>
<b>Tuesday, 21.04.2026</b>	Visit to DMEA 2026 trade fair including a guided tour of the exhibition, pre-arranged networking meetings and optional participation in the conference program. 'Nordic Nights' at the Norwegian Embassy (tbc)
<b>Wednesday, 22.04.2026</b>	Visit to DMEA 2026 trade fair Site visit in Berlin
<b>Thursday, 23.04.2026</b>	Site visit in Berlin Individual departure

Preliminary Program. Subject to change.

## Registration and Participation conditions

To register for the trade mission please use the registration form on our [website](#). The deadline for registration is **06.02.2026**.

You apply by submitting your information. The process is only complete once your registration is confirmed. Participants will be selected and a binding confirmation of participation will follow.

Participants are responsible for their own travel, accommodation, and meal costs. There are no additional fees. **The program includes the ticket to the exhibition for one participant per company/institution.**

## Your Contact Person

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## Organizer



**DREBERIS** (from the German "DREsner BERatung für Internationale Strategien") is an

international consulting firm headquartered in Dresden, Germany, with offices in Wrocław, Poland, and Lviv, Ukraine. For 25 years, we have been helping companies and institutions enter new markets and develop expansion strategies – on all continents, in 50 countries, and in 50 industries.

**Bedriftsrådgiver Hilde E. Bjerke** member of NHO Abelia (Management Consultant Hilde E. Bjerke) has for more than 3 decades supported companies within International Business Processes and expansion into new markets. She is using and sharing her knowledge, experience and network, not only as a business adviser but also as an operational and strategic senior manager in charge.

## In Cooperation with



Das Markterschließungsprogramm für kleine und mittlere Unternehmen ist ein Förderprogramm des:



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Das Markterschließungsprogramm wird im Auftrag des Bundesministeriums für Wirtschaft und Energie umgesetzt von:

**GTAI GERMANY TRADE & INVEST**