

TECHBBQ

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#NordicMade announces new project to promote Nordic Healthtech in Asia for the first time

#NordicMade, the community-run nonprofit to promote the Nordic startup ecosystem, has initiated a new project to promote Nordic Healthtech solutions in Asia. The project will enable startups and institutional stakeholders to showcase Nordic solutions and capabilities at major events in Hong Kong and Taiwan for the first time. The project is funded by [Nordic Innovation](#).

Nordic Healthtech companies offer world class solutions, yet their access to the large and growing markets of Asia remains limited. They lack information, network and resources to identify relevant opportunities and access to Asia, and Asian stakeholders lack knowledge on Nordic solutions and capabilities.

Unique opportunities for Nordic Healthtech startups

#NordicMade x Healthtech Showcasing in Asia will bridge this gap by inviting the most promising Nordic Healthtech high growth companies and relevant ecosystem actors to some of the most important innovation conferences in Asia: [RISE](#) in Hong Kong (April 2020) and [InnoVEX](#) in Taiwan (June 2020). Additionally, we will showcase and connect the Nordic Healthtech ecosystem to relevant international stakeholders at [SLUSH 2019](#) and [TechBBQ 2020](#).

According to Innovation Lab Asia's [latest research](#) opportunities for companies to commercialize into the Asian region are very good, not just from a market and funding perspective, but also in terms of product development, as healthcare systems in Asia are becoming increasingly innovative. Both Taiwan and the China Bay Area are manufacturing areas with local governments eager to do proof of concepts with foreign startups. Accessing this region will provide unique opportunities for product development, prototyping and production for both the Asian and European market.

Peter Johansen, project manager at Asia House, who helped spearhead the project, says: "The #NordicMade Healthtech showcasing project is an important first step in promoting Nordic Healthtech startups to Asia. The Nordics have much to offer in this field, and much to benefit from interacting with Asia, yet our presence there is minimal, so far."

This #NordicMade project is lead by Asia House, in partnership with TechBBQ, Maria 01, Icelandic Startups, Innovation Skåne, Asia House, and Startup Extreme. The project will also work closely with the Nordic Innovation House Hong Kong.

About #NordicMade

[#NordicMade](#) is a community-based movement for branding, marketing and outreach, to promote both regional and international awareness of Nordic tech. #NordicMade platforms gather and promote news on the Nordic tech scene, and facilitate the #NordicMade community.

About Asia House

[Asia House](#) is neutral, non-profit organisation facilitating commercial ties between Denmark & Asia. Asia House connects stakeholders across organizational divides and provide new, innovative ways for startups and SMEs to access Asia. Asia House is funded by the EAC Foundation and has strong historic ties with Asia.

About TechBBQ

[TechBBQ](#) is the driver behind the largest startup event in Denmark, this year with more than 8,000 local and international startups and scaleups, tech talents, corporates and investors participating in a two day event at Øksnehallen, Copenhagen. TechBBQ is closely connected with the Danish innovation hubs and startup-communities

About Maria 01

[Maria O1](#) is shaping the future of the Nordic region as its leading startup and venture capital campus. We're a combination of a non-profit incubator, community house and a club of investors and entrepreneurs.

About Innovation Skåne

[Innovation Skåne](#) is the regional innovation company. The company contribute to future public services and regional growth through innovation, by providing innovation management and support for Region Skåne's operations and the development of new industries and fast-growing companies which contribute to growth in Skåne. Innovation Skåne is fully owned by Region Skåne, Sweden's southernmost county council.

About Icelandic Startups

[Icelandic Startups](#) is the largest private startup community organisation in Iceland. We accelerate new businesses for high growth within and out of Iceland and connect entrepreneurs and startups with industry experts, investors and leading startup hubs abroad.

About Startup Extreme

[Startup Extreme](#) is a conference in Voss, Norway dedicated to bridging new relationships and fostering the growth of entrepreneurship internationally. We're a vibrant, humble, and participatory event—creating an authentic way to showcase the pulse of the Norwegian and Nordic startup ecosystems. It's an opportunity to celebrate innovators, change-makers, and— together—inspire the future.

About the Nordic Innovation House Hong Kong

[Nordic Innovation House](#) is a Hong Kong based work community scaling the best of Nordic businesses. We support our members hit the ground running: We offer a strongly connected local community that helps startups get going, facilitates your work life, gets you connected, and offers programs that further scale and refine your business idea.

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For images, logos etc

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ABOUT TECHBBQ

THE PULSE OF INNOVATION & ENTREPRENEURSHIP IN THE NORDICS

Since 2013, TechBBQ has worked to support and strengthen the Nordic ecosystem for entrepreneurship and innovation, based on the distinctive Nordic values of openness, inclusion, trust, and meeting each other at eye level.

TechBBQ is Scandinavia's largest startup & innovation summit, which in 2019 will gather more than 7,000 Danish, Nordic and International tech entrepreneurs, investors, and innovators of tomorrow. TechBBQ takes place over 2 days in the historic heart of Copenhagen creating local and global networks to drive growth for startups and scaleups. TechBBQ provides a snapshot of the Danish & Nordic stage for entrepreneurship and technology every year

- ✓ 2 days
- ✓ 150 speakers
- ✓ 50+ workshops
- ✓ 7,500+ attendees
- ✓ 3,000+ startups
- ✓ 1000 investors

TechBBQ's Mission

To create a unique entrepreneurial and technological ecosystem in Denmark, in order to put the Nordics on the world map as one of the leading tech, innovation and entrepreneurial hubs in Europe.

We want to make Denmark a “lighthouse” for technology and innovation in the Nordics. TechBBQ’s contribution to the building this lighthouse enables the international marketing of Danish entrepreneurship and ensures that those abroad can see this lighthouse no matter their distance from Denmark.

#THENORDICWAY

TechBBQ prioritizes quality over quantity in everything we do. In 2019, TechBBQ will try to move away from the current trends comparing the Nordic ecosystem to places like Silicon Valley. We see great value in building an ecosystem that highlights its own strengths – and weaknesses of course. We want focus on what unique values Nordic entrepreneurs and technological innovators rely on and what barriers our culture might have, in terms of becoming the innovative and technological frontrunners that we aspire to be. In Denmark and the rest of the Nordic countries, we do things our way: #THENORDICWAY. TechBBQ puts a spotlight on this and wants to challenge and inspire it by bringing in relevant, experienced actors to share their knowledge and their stories.



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