



**CONSULATE GENERAL  
OF DENMARK**  
*The Trade Council*

2019

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# HEALTH & LIFE SCIENCES

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A Texas - Denmark Bio Bridge Alliance

*Texas Medical Center, Houston*

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**THE OBJECTIVE - GROW YOUR BUSINESS**

Denmark has emerged as a world leader in life sciences and health care. In 2018 Denmark launched a new growth plan for life science that supports the industry's goal to double Danish Life Science exports by 2025.

The objective of a Bio Bridge between Denmark and Texas is to bridge Danish ambitions with a similarly ambitious strategic regional initiative, the Texas Medical Center (TMC).

Texas, known for oil and gas, is a hidden gem of opportunity for Danish life science companies within medical devices, digital health & tele health, pharma & biotech and logistics solutions for hospitals. From concept through testing to commercialization.

**WHAT IS A BIO BRIDGE?**

The Bio Bridge will create a formalized collaboration between Denmark and Texas. It will be used as an economic diplomacy tool to ensure increased collaboration on major drivers and barriers and serve as a catalyst for the development of both the Texan and Danish life science eco-systems.

The tactical goals of the Bio Bridge are to:

- Identify and create tangible business opportunities for Danish companies at Texas institutions and hospitals.
- Transfer knowledge between Danish and Texan hospital eco-systems regarding shared pain points and encourage collaboration and pilots to find joint solutions.
- Increase international government collaboration between Denmark and the US (In this case through regional governments).
- In collaboration with Invest in Denmark, support efforts to bring innovation and knowledge intensive life science companies from Texas to Denmark.



**WHY LIFE SCIENCE IN TEXAS**

Texas Medical Center (TMC) in Houston—is the largest medical complex in the world—by number of hospitals, number of physicians, square footage and patient volume.

**Facts:**

- 58 member institutions with 200 hospitals in greater Houston area
- World's largest children's hospital
- World's largest cancer hospital
- 10 million patient visits per year
- 180,000 + annual surgeries
- 750,000 ER visits per year
- 13,600 + total heart surgeries
- 106,000 + employees
- 8th largest business district in the U.S.
- 50 million developed square feet
- \$3 billion in construction projects underway

**CONTACT**

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**THE ALLIANCE**

**The Engagement Model**

I. Trade Council Houston (TCH) visits TMC institutions to understand and map their challenges and pain points to Danish life science companies through:

- Insight reports and webinars
- Project opportunities
- Leads and relationship building

II. TCH facilitates meetings between Danish life science companies and TMC institutions through:

- TCH events and sales meetings in Texas based on business opportunity mapping
- Co-branded marketing piece with company profiles shared at events and TMC visits

III. TCH organizes fact-finding trips to Denmark for potential Texas hospital stakeholders and decision makers to see Danish solutions implemented or facilitate collaboration on research:

- Fact finding tour (as funding permits)

IV. TCH systematically follows up as pilots and collaboration projects mature:

- TCH facilitates follow-up meetings
- Pilot/test programs are agreed
- Success stories are shared
- Lessons learned



**PARTICIPATION FEE**

DKK 64,775 per year for 2019.

Danish companies can apply for GROW or SBA subsidy and receive a 35% discount. If subsidy is not applicable, the price per year is DKK 99,500.



**TEXAS BY NUMBERS**

**Houston's 19,000 health care establishments are comprised of:**

- 12,600 ambulatory health care services
- 5,600 social assistance establishments
- 600 nursing and residential care facilities and 200 hospitals

**3,900 life science firms:**

More than 3,900 life science and research firms, and approx. 97,600 workers in related fields.

**20,400 studies:**

Texas ranks 3rd nationally for number for clinical trials.

**Medical schools:**

Texas is home to nine medical schools.

**TMC LEADERSHIP GOALS**

- Innovation
- Health Policy
- Clinical Research
- Regenerative Medicine
- Genomics

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