



Press release

***Netzwerk Deutsche Gesundheitsregionen initiates health care marketing project in India.***

Berlin, 7 January 2009. Netzwerk Deutsche Gesundheitsregionen (NDGR) raised a project of the German Federal Ministry of Education and Research (BMBF) which aims to implement marketing measures in the target country India. This project is part of the joint "Marketing for the innovation market Germany" project initiative for developing German-Indian co-operations in sunrise industries; focus of the NDGR project are health related questions.

"Netzwerk Deutsche Gesundheitsregionen is designed to give Germany's health care industry at home and abroad an appearance which comply with the efficiency and innovation potential of this sunrise industry", says Josef Hilbert, chair of NDGR.

"Doing this in India in collaboration with the Federal Government will be an enormous stimulus for our work! It will also boost lots of other projects of our new association."

Netzwerk Deutsche Gesundheitsregionen is a collaboration of Gesundheitsinitiative Schleswig-Holstein, Gesundheitsstandort Bremen, Gesundheitsregion Berlin-Brandenburg as well as Gesundheitsstadt Berlin, Gesundheitsnetzwerk Weser-Ems, Gesundheitswirtschaft Ostwestfalen-Lippe, Gesundheitsmetropole Ruhr, Gesundheitsregion Leipzig, Gesundheitswirtschaft Rheinland-Pfalz, Gesundheitswirtschaft Rhein-Main, Gesundheitsregion Mitte-Südwest, Gesundheitsforum Baden-Württemberg and Gesundheitsregion Würzburg-Bäderland Bayerische Rhön.

With the assistance of Indian experts, the India project concretizes interest in German health related competence and initiates a dialogue with interested providers from the German health care regions. Among others, this will be implemented with joint participation in the Medical Fair India in Delhi, co-operation workshops at the Medica in Düsseldorf and the Hauptstadtkongress Medizin und Gesundheit in Berlin.

At the end of the project numerous new German-Indian health care co-operations should have been developed.

During the preparation of this project, a host of companies and institutions of the German health care industry already expressed their interest in co-operation. Nevertheless, NDGR is inviting other health care providers, research and development institutions, further education and training companies as well as consultants to get involved.

Companies and institutions wishing to participate in the measures of this project may contact our head office:

Netzwerk Deutsche Gesundheitsregionen e. V.,  
Stefanie Kuch-Studemann, Palisadenstraße 48, 10243 Berlin/Germany, phone +49 30 49 85 50 60