

HEALTHCARE INNOVATION DAY – Trento hosted the roadshow to promote exchange between Israeli and Trentino based companies

June 20, 2022

Held on June 20, 2022 at FBK in Povo, the roadshow in which an Israeli delegation led by Jonathan Hadar, director for economic and trade affairs of the Israeli's Ministry of Economy Foreign Trade Administration, presented to local entities the best solutions for digital health that Israel has developed and deployed for a health care system that has had to deal with the newly emerged pandemic.

After the institutional greetings brought by FBK President **Francesco Profumo, Raffaele Farella**, Head of the internationalization and economic relations of the Autonomous Province of Trento, recalled that:

“Today we are talking about the possibility of an exchange with the Republic of Israel, one of the most advanced Countries in the world in terms of technological innovation and research applied to the market. Relations between Trentino and Israel have now been going on for about twenty years and have led to a bilateral cooperation agreement which, since 2007, has also given the opportunity to launch calls for industrial research. That was the first call for proposals signed by the Republic of Israel with a European region. So today is about a restart, after a difficult period as Covid, in which all relations have loosened up a bit.”

Then **Jonathan Hadar** took the floor and said:

“In Israel, we believe it is a unique opportunity today to collaborate with regions like this in Italy, as there is a growing investment in digital health and infrastructure. In Israel, this investment has already been active for 20 years, so we are ready to share the experience with, from my point of view, one of the leading regions in Italy. We have here today a selection of ten Israeli companies, chosen from more than 500 of the most mature startups and companies in digital health.”

Video interview with Oscar Mayora, FBK [Digital Health Lab](#),

The first part of the meetings, devoted to **institutional presentations and ongoing bilateral collaborations** was followed by **technological presentations** from Israeli companies.

Organized by the [Israel Trade Mission to Italy](#), the [Israel Export Institute](#), in collaboration with [Trentino Sviluppo](#), [Fondazione Bruno Kessler](#), [Azienda Ospedaliera Integrata di Verona](#) and [Arexpo Mind Milano](#), the one in Trentino was the first stop of a three-day event that will go on in Verona and Milan.

PERMALINK

<https://magazine.fbk.eu/en/news/healthcare-innovation-day-trento-hosted-the-roadshow-to-promote-exchange-between-israeli-and-trentino-based-companies/>

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- Programma dell'evento: <https://www.fbk.eu/it/event/healthcare-innovation-day-roadshow-per-favorire-lincontro-tra-realta-israeliane-e-trentine/schedule/ae7bbbd540fba2a34f6a0c7d192848e7/>

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