

## Cluster Matchmaking Success Story: From Cluster Matchmaking to SME impact

BSR Stars' Cluster Matchmaking Conferences are dedicated to matching clusters across Europe. This is the story about how the Gold labelled Danish Welfare Tech cluster managed to turn participation in the Cluster Matchmaking Conferences into actual impact for innovative health care firms.

“We have participated in all the Cluster Matchmaking Conferences and found new cluster collaboration partners, initiated interregional projects and gained new knowledge,” says Karen Lindegaard Senior Consultant in Welfare Tech and continues:

“One of the discoveries we made was the matchmaking concept. This platform offers opportunities to meet potential partners and investors for new business and for R&D projects. After trying it ourselves, we wanted to arrange matchmaking for our member companies.”



*Karen Lindegaard, Welfare Tech, during the 4th Cluster Matchmaking Conference in Warsaw*

Welfare Tech chose the annual Danish WHINN – Week of Health and INNOvation as the place to launch their own matchmaking event. WHINN is a festival that consists of conferences, events, innovation and networking activities within Health Innovation.

For the third time Welfare Tech is organising the Official WHINN Matchmaking event. So far more than 200 participants from 17 countries representing companies, regions, hospitals, universities and research institutes offering or requesting innovative solutions, investigating new collaborations have participated.

The Official WHINN Matchmaking events have resulted in measurable impact for the companies. An example is the Danish company Infocura IVS that met British Consard LTD at the WHINN matchmaking event to discuss their collaboration opportunities. Only three months later they jointly won their first EU tender contract and now they have formed a European umbrella organisation.

The WHINN Matchmaking is promoted with support from clusters such as Oslo Medtech, Norwegian Smart Care Cluster and the Estonian Health Tech Cluster Connected Health with whom Welfare Tech met during various BSR Stars Cluster Matchmaking events.

WHINN Matchmaking is organised by Welfare Tech Innovation Network for Health and Welfare Technology and Enterprise Europe Network. The next WHINN Matchmaking takes place on October 10-11, 2017 in Odense, Denmark. Read more here: <https://www.b2match.eu/whinn2017>

Photos from WHINN Matchmaking

