



UDENRIGSMINISTERIET
The Trade Council

EMBASSY OF DENMARK, INDIA

**OPPORTUNITY ASSESSMENT WITHIN NON
COMMUNICABLE DISEASES (NCDS) IN SOUTH ASIA**

WHY WORK WITH NON-COMMUNICABLE DISEASES



No
acc
to

Primary prevention of NCDs, built upon robust early screening and a strong healthcare infrastructure, is a key for reaping favourable returns on investment in the South Asian context

those **dying** as
are **younger**



Out
82

are in the South East Asia Region

stands to
billion by 2030



due to NCDs and mental health conditions

WHAT ARE WE DOING IN THIS PROJECT



Build a comprehensive map of the existing stakeholders in respective countries and identify key players

Analyze the landscape and scout for opportunities that fit the strength and potential of Danish businesses

Identify the current programs run by the three governments and identify ways to plug into these programs

Explore possibility of collaborating with multilateral players or NGOs that are successfully working in this field in the three countries (Examples include GAVI, UNICEF, GAIN, WHO)

BILL &
MELINDA
GATES
foundation



PUBLIC
HEALTH
FOUNDATION
OF INDIA



Asian Development Bank



Medtronic
FOUNDATION



বাংলাদেশ ঔষধ শিল্প সমিতি
Bangladesh Association of Pharmaceutical Industries
Bangladesh Aushad Shilpa Samity



Ministry of National Health Services.



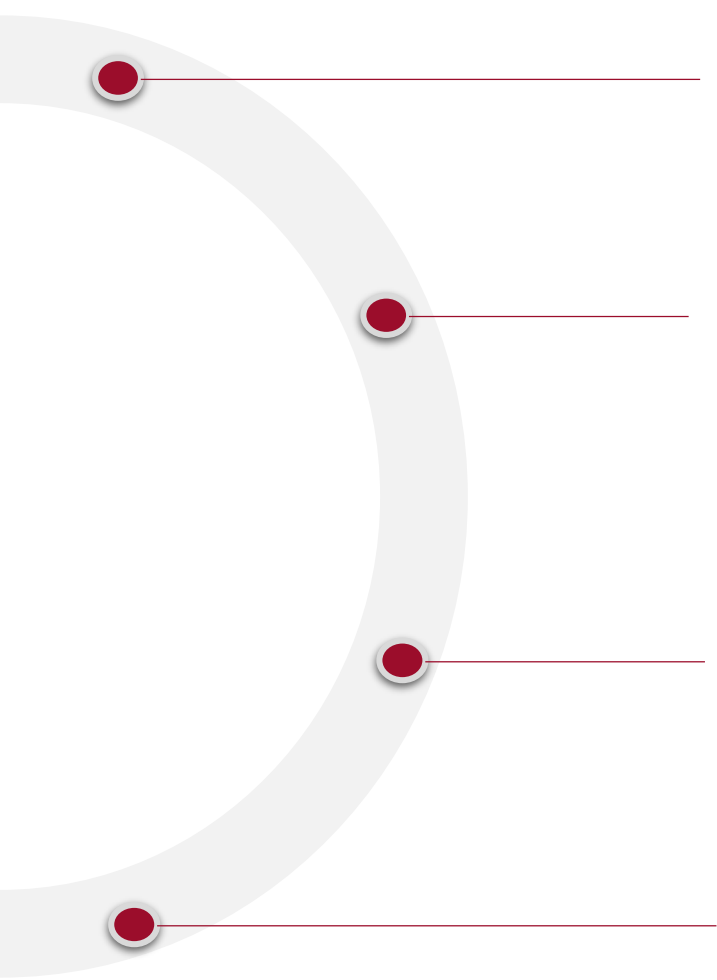
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A PARTNERSHIP BETWEEN
THE MINISTRY OF SCIENCE, INNOVATION AND HIGHER EDUCATION AND THE MINISTRY OF FOREIGN
AFFAIRS OF DENMARK

EXPLORING
PARTNERSHIPS
WITH

WHERE IS THE OPPORTUNITY FOR DANISH COMPANIES



Demand for sustainable solutions in this market can be transformed into business opportunities

These are high growth and high volume markets. This presents a great opportunity for export promotion within the complete value-chain

These markets present Danish companies with opportunities of internationalization and yet again establish themselves as the frontrunner within innovation and digital transition

Greater access to knowledge about new technologies and business models that they need to access a new market and be successful

ONE OF THE OUTCOMES OF THE PROJECT

Indo Danish Non Communicable Disease Platform

Objectives

- Create a common place for companies to discuss issues pertaining to optimal delivery of their solutions towards handling NCDs in India

Work in Progress

- Training of doctors, nurses and technicians
- Patient awareness
- Disease Management
- Advisory board with stakeholders working with specific therapy areas
- Research Collaboration
- Advocate and Influence Policy

Outcomes

- Joint promotion
- Access to Key decision makers
- Create awareness about upcoming therapies
- Handling practical issues by shared experiences and evidence based sciences
- Identify changing nature of patients

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Thank You