

Webinar Review: Growing Your Business in An Aging Society | Webinar Series: Succeed in Germany's Healthcare Market 2013 - 2014

Series: Succeed in Germany's Healthcare Market

Date: Sep 23, 2014

Location: WEBINAR Series

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Welcome, Opening Remarks and Moderation

- Omar Oweiss | Director | Washington Office | *Germany Trade & Invest* GmbH
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- Business Driver 'Golden Age': ▶ The Impact of Demographic Change on Healthcare Demands in Germany. Analysis of Demographic Change in Germany, Impact on Elderly People on Healthcare Demands, Business Opportunities for Main Growing Area in An Aging Society
 - **Melanie Wiegand** | Senior Manager Investor Consulting Healthcare | *Germany Trade & Invest* GmbH
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Society and Health Care Product Considerations in the German Senior Market

- **Dr. Vera Gerling** | Research Fellow | Institute of Gerontology at the Technical University of Dortmund
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The Technological Imperatives of Creating a Health Care Product for the German Senior Market

- **Dipl.-Kfm. Marcus Sauer** | Director Training and Consulting | GGT Deutsche Gesellschaft für Gerontotechnik® mbH
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Interactive Q&A



Succeed in Germany's Healthcare Market: Growing Your Business in An Aging Society



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