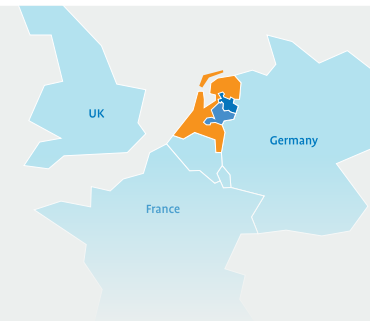




# Hotspot for digital health in brain and behavior

East Netherlands is a unique testbed and development location for innovative medical technology companies focused on the brain, cognition and behavior. Here you find an ecosystem of digital health companies, renowned research and knowledge institutes, healthcare providers and investors. Collaborating with different partners and being an active member of this ecosystem will boost your innovation process.



## East Netherlands: a vibrant Health ecosystem

Only in East Netherlands you can find such a strong, vibrant representation of qualified Health business partners, technologies, talent and government support.

This ecosystem is boosted by a funding injection from the EU of €110 billion Euros, to help companies such as yours to succeed with Life Sciences & Health Europe.

If your company is active in the Health value chain, East Netherlands is the place to be.

*“To be an active member of the Brain & Cognition ecosystem in East Netherlands, close to the experts in Radboud University and the associated Donders Institute for Brain, Cognition and Behavior, positively impacts our growth ambitions.”*

**Fokko van der Woude,**  
TOLOOBA

### M Business climate

The Nijmegen-region, with Radboud University Medical Center and Donders Institute for Brain, Cognition and Behavior has a strong focus on innovations supporting therapies for the brain, for example with ParkinsonNet. Health Valley, the largest public-private network in the Netherlands provides a platform for universities, healthcare institutions, companies and governmental agencies to exchange information and collaborate in setting up innovative projects.

#### Companies

Many of the players in the field of digital health for brain & behavior are active in our region such as, Noldus Information Technology, Nedap, Philips HealthSuite, Topicus, MRDM, NovioSense, Orikami, MindAffect.

**70** **Start-ups**  
Average new technology  
start-up companies  
every year

### Business support

Companies can team up with exceptional researchers and young talent to explore new approaches and ideas, work out partnerships and collaborate on new projects.

Oost NL works with the following partners:

**Rockstart Health** provides access to the healthcare ecosystem, capital, coaching and investors for entrepreneurs who are looking to change the way things are done in healthcare.

**VitaValley**, an open and independent platform focused on accelerating and scaling up innovations.

**Briskr** founded by partners active in or for the Health & Life Sciences and High Tech industries. Stimulating entrepreneurship and innovation in Nijmegen region.

**One Planet Research Center**, a new Dutch innovation center in which imec, Universities Radboud and Wageningen and Radboudumc collaborate together. Focus on the development of sustainable technologies for food, health & agriculture.

### Open & innovative

Via joint research programs with the Universities of Wageningen (Food), Nijmegen (Health) and Twente (Tech) and top-class research institutes we boost innovations in healthy brain digital applications. Collaborations with health care providers accelerates proof of concept.

Donders Institute for Brain Cognition and Behavior – research center devoted to understanding human cognition and behavior in health and disease. Hundreds of international researchers aim at the advancement of brain-, cognitive and behavioral science and improving health, education and technology.

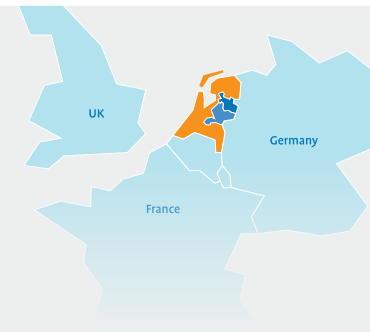
Care partners/embedded field labs:

- Pluryn/Digital Health Center
- St. Maartenskliniek
- Siza Academy Het Dorp

**top5** **Most innovative country in the world**  
GII 2017-2019



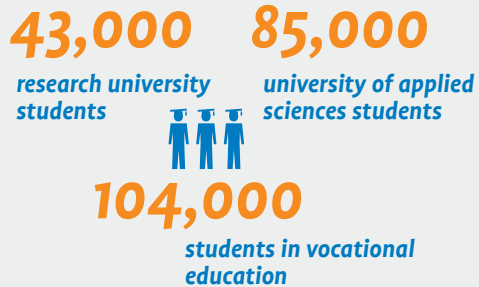
# Oost NL has partnered with over **900** companies for success in Europe



## Top talent

Each year hundreds of (phD) students graduate from Radboud University Medical Center in neuro science and artificial intelligence. The region has leading entrepreneurial academic research centers: Wageningen University & Research (Food Research), Radboud University Medical Center, Nijmegen (Life Sciences & Health) and University of Twente Enschede (Medtech & Technical Medicine).

Number of students, East Netherlands



source: CBS, 2018/2019

Due to its position in Europe, the East Netherlands attracts many international students and researchers. Hosting three international schools, the region offers a quality setting for international talent workers and their families.

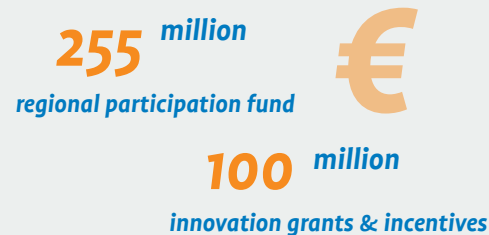


## Funding

Innovation in Life Sciences & Health is one of the funding priorities within the European Union (EU). These funds are also an important vehicle to connect our Life Sciences & Health ecosystem to other important hot spots in Europe. The EU has made significant investments in Life Sciences & Health in recent years, for example with Boost4Health and ROCKET.



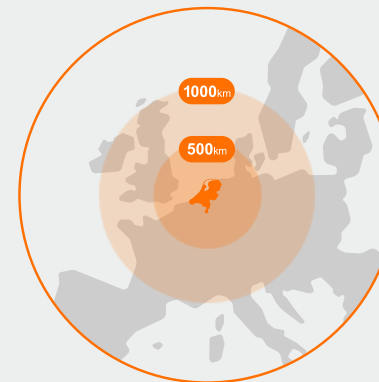
As a partner of the Dutch and EU governments, Oost NL is a qualified intermediary in helping you to access EU, national and regional funding.



## Market access

The ecosystem digital healthy brain is a unique cooperation between governments, knowledge institutes, multinationals and SME's.

The cooperation model in The Netherlands guarantees a stable government and a stable approach of data protection with knowledge in the field of cybersecurity.



- 244 million consumers within 2-3 days by road
- 170 million consumers within 1-2 days by road

## Oost NL - Your support for success in business

Oost NL is the economic development agency for East Netherlands.

### Invest in Holland

Oost NL works closely together with partners in the Invest In Holland network. Our main partner is the Netherlands Foreign Investment Agency.

We have access to resources - funding, network of business and research partners- to help you succeed in establishing and growing your European business.

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