



Draft program trade mission U.S. west coast 15 – 19 November 2021 sector Life Sciences & Health

-Subject to change and availability-

Monday 15 November

Flight Amsterdam – Los Angeles
Check-in hotel
(Informal) Welcome drinks

Tuesday 16 November (Los Angeles)

07:30 – 09:00: Kick-off Session Los Angeles
09:00 – 10:00: Transfer
10:00 – 11:30: Meeting City of LA / LA County Health Department (Health in LA intro) w/ Minister
11:30 – 12:30: Transfer
12:30 – 14:00: Collective Visit #1 (Lunch / Tour / Pitch event w/ Minister)
Cedars-Sinai, non-profit private Hospital Group & Accelerator
14:00 – 15:00: Transfer & Lunch
15:00 – 16:30: Collective Visit #2
UCS Health or UCLA Health (Largest University Medical Center)
16:30 – 18:00: Transfer / Refreshing / Transfer
18:00 – 20:30: Trade Diner / Reception

Wednesday 17 November (Los Angeles)

08:00 – 10:00: Parallel Workshop w/ local expert (How to sell in LA | How to raise capital in LA)
10:00 – 12:00: Collective Matchmaking
12:00 – 14:00: Network Lunch Meeting w/ LA LSH Business Ecosystem
(Dutch companies, Bioscience LA, Biocom, LAEDC, LACHamber)
14:00 – 15:30: Debriefing / Meet & Greet Minister and State Secretary
15:30 – 16:00: Airport transfer
17:30 – 19:00: Flight Los Angeles – San Francisco
19:00 – 20:00: Airport transfer
20:00: Check-in hotel

Thursday 18 November (San Francisco)

Morning: Kick-off session San Francisco

- Introduction by US based Health tech company reps, .e.g., California Life Sciences Institute (Steve Carp)
- State of the Market, trends since Corona

Morning: Workshop: Abbreviated Master Class On Doing Business

- procurement, reimbursement, and regulatory issues
- UCSF Innovation Ventures, Stephanie Marrus

Lunch: Roundtable: “How to get AI based tech into health” with

- Daphne Koller, *insitro*, AI & drug discovery
- Stanford e.g., Katherine Ferrara - image-guided drug delivery
- 3rd AI Review (author van report) Optum Health
- BioCom

Afternoon: Company visits

- E.g., Veeva – paperless clinical trials
- UCSF x Philips HealthSuite Platform – a new digital patient experience ([Aaron Neinstein](#), [UCSF Center for Digital Health Innovation](#))
- Optum Labs @ UCSF

Afternoon: Network meetings with relevant companies with relevant companies

- “Musical Chair discussions” small groups meetings with VC/Serial Entrepreneurs/LSH experts from the Holland in the Valley network
- UCSF Center for Digital Health and Innovation and AI Center for Medical Imaging

Evening: Meet & greet with Minister and State Secretary

Evening: MoU signing ceremony

Evening: Trade Reception in presence of Minister and State Secretary

- Preceded by a miniseminar with the NL delegation leader and US speakers (e.g., California Life Sciences)

Friday 19 November (San Francisco)

Morning: Company visits

Kaiser Permanente

Lunch: Debriefing

Afternoon: Airport transfer

Afternoon: Flight San Francisco - Amsterdam

***This is a draft program and will contain one or more of these components per day.**