



## Draft program trade mission California 5-10 September 2022 sector Life Sciences & Health

*-Subject to change and availability-*

### Monday 5 September (Labor Day, San Francisco)

Flight Amsterdam – San Francisco  
Check-in hotel  
(Informal) Welcome drinks

### Tuesday 6 September (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, MoU signing ceremony

Trade Reception in presence of Ministers and State Secretary

Preceded by a mini seminar with the NL delegation leader and US speakers (e.g. California Life Sciences)

### Wednesday 7 September (San Francisco)

Morning: Company visits  
Kaiser Permanente

Lunch: Debriefing

Afternoon: Airport transfer

Flight Los Angeles – San Francisco  
Airport transfer  
Check-in hotel

#### **Thursday 8 September (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)  
11:30 – 12:30 Transfer  
12:30 – 14:00 Collective Visit #1 (Lunch / Tour / Pitch event)  
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 Networking Reception

#### **Friday 9 September (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 networking matchmaking  
12:00 – 14:00 Network Lunch Meeting w/ LA LSH Business Ecosystem  
(Dutch companies, Bioscience LA, Biocom, LAEDC, LACHamber)  
Farewell dinner & debriefing

#### **Saturday 10 September (Los Angeles)**

Morning: Airport transfer  
Flight Los Angeles – Amsterdam

[Ga terug naar de voorpagina voor meer informatie en inschrijving voor deze missie.](#)

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