



Deutsch-Italienische
Handelskammer
Camera di Commercio
Italo-Germanica

Webinar | Healthcare | Italy

Agenda – January 29, 2026 | 09:30–11:30

Italy HealthTech Playbook: Partnerships & Co-Investment to Scale

09:30	Smart Opening: Kick-off & Lightning Pitches by the German Delegation Mirjam Zahner Business Coordinator AHK Italien
09:45	Market Entry Playbook Mattia Silvestrin Investment Desk Executive - German FDI Attraction Office ITA Raffaele D'Ambrosio Project Manager Invitalia
10:15	Cross-border co-investment models Maria Cristina Porta General Director Fondazione Tech e Biomedical
10:45	What Moves the Needle in Italy: A Success Story Conversation Claudio Guerra Managing Director Lohmann & Rauscher Italia
11:15	Wrap up & final live poll Monica Coppola Project Manager Market & Business Development AHK Italien

This webinar is the strategic first step of the *Verbundprojekt Gesundheitswirtschaft*: it aligns the German delegation on Italy's HealthTech context, clarifies entry routes and incentives, and frames the partnership models most likely to move the needle. In one compact session, participants gain targeted market insight, a practical market-entry playbook, and a proven success story that translates into actionable lessons for cross-border projects. This preparation is essential before approaching the market or conducting site visits, because it sharpens priorities, reduces regulatory and investment uncertainty, and identifies the right co-R&D and co-investment pathways.

The Market Entry Programme for Small and Medium-sized Enterprises is a funding programme of the:



Federal Ministry
for Economic Affairs
and Energy



MITTELSTAND
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