

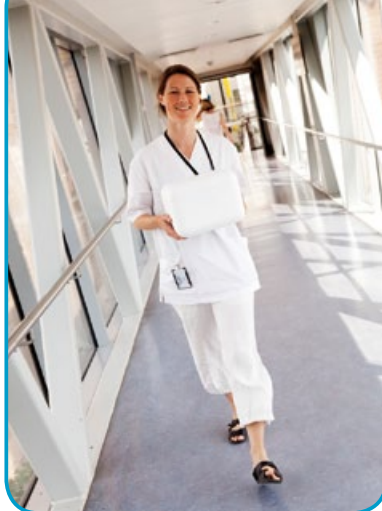


Norwegian Healthcare & Life Science Innovation Expo

挪威医疗保健与生命科技创新展

Nordic Lighthouse Shanghai 8th - 25th September 2010

上海 北欧航标 2010年9月8日至25日



China-Norway Healthcare Innovation 2010-2015

www.meditnor.net/china

This exhibition is organized by the following Norwegian organizations, in order to initiate a long term cooperation between Norway and China within healthcare innovation:

Innovation Norway 挪威创新署
www.innovationnorway.no

MedITNor
www.meditnor.net

中国-挪威 医疗保健创新 2010-2015

www.meditnor.net/china

为促进在医疗保健创新领域的中挪长期合作，
下列挪威机构组织了本次展会。

Oslo Medtech
www.oslomedtech.no

KITH
www.kith.no



Welcome

Welcome to the Norwegian Healthcare & Life Science Innovation Expo 8th - 25th September 2010, at the Nordic Lighthouse in Shanghai.

With the aging population and rising cost of healthcare, countries all over the world are facing major challenges that will demand increased focus on disease prevention and adoption of new and more cost effective diagnostic and therapeutic solutions.

As a country with an aging population widely dispersed over a large and remote area, Norway has put great emphasis on developing innovative solutions for healthcare delivery. Many of Norwegian healthcare technology companies and hospitals have been innovators and early adopters and now global leaders, within fields like rehabilitation and continuity of care, communication and technical devices, remote consultation, diagnostics at point of care and electronic patient records. Some of our most innovative solutions will be displayed at this exhibition.

We look forward to exchanging experiences, sharing knowledge, and to further cooperation with China in developing innovative healthcare solutions.

Anne-Grete Strøm-Erichsen
Minister of Health and Care Services, Norway

欢迎

欢迎您来到挪威医疗保健与生命科技创新展。本次展会于上海北欧航标展馆举行，举办时间为9月8日至9月25日。

随着人口老龄化和医疗卫生行业支出的增加，世界各家都面临着巨大的挑战。为能更好地应对这一挑战，我们需要更注重疾病预防，并采用新的、更具成本效益的诊断治疗解决方案。

挪威不光面临人口老龄化的问题，而且也面临着人口疏散居住的问题。挪威十分重视医疗卫生创新领域的开发。在康复和持续护理、通信和技术设备、远程诊断、即时即地诊断及电子病历等方面，很多挪威的医疗技术公司和医院都属于创新者和早期应用者，并且在国际处于领先水平，其中很多具有创新意义的解决方案都将在这次展会中为您逐一展现。

我们期待与中方交流经验，共享知识，并进一步合作开发具有创新意义的医疗保健解决方案。

Anne-Grete Strøm-Erichsen
挪威卫生和护理部部长



The Exhibition

The Norwegian Healthcare & Life Science Innovation Expo is a part of a Norwegian government supported project for Small and Medium Enterprises within healthcare. The long term goal is to facilitate cooperation between China and Norway in developing innovative solutions for the healthcare markets in both countries.

The Norwegian healthcare industry offers a variety of products and solutions for both domestic and international markets. Many of them are also global leaders. Eight of Norwegian healthcare technology companies and St. Olavs Hospital, one of Europe's most advanced university hospitals, will present innovative healthcare products and solutions at the exhibition. The exhibition will cover topics including hospital design and information management, manufacture of medical equipments, at point of care health information technology and diagnostic solutions, and innovative concepts for skills training in emergency medicine and rehabilitation of sensorial and physical disabilities. These innovative products and solutions will be presented through an introductory multimedia presentation followed by individual functional presentations and company displays. The visitors are also invited to use the training facilities and follow the courses and seminars that will take place during the exhibition.

展会介绍

挪威医疗保健与生命科技创新展是一项挪威医疗保健行业中小企业合作项目中的重要组成部分。该项目是由挪威政府所支持。该项目的长远目标是促进中挪两国之间的合作，为两国的医疗保健市场提供创新解决方案。

挪威医疗保健行业为国内外市场提供了大量的产品和解决方案，其中很多都是全球医疗保健行业的佼佼者。八家挪威医疗技术公司和欧洲最先进的大学医院之一，圣乌拉夫医院，将在本次展会上为您展示具有创新意义的医疗保健产品及解决方案。本次展会在医院建筑设计和信息管理、医疗设备制造、即时即地医疗信息技术和诊断方案、急诊和视觉及生理缺陷康复过程中的技能培训等创新理念方面都有涉猎。这些创新产品及解决方案将以多媒体形式为您逐一展示，您还可以通过实际的演示和各公司的展示更深地了解这些先进的产品和新型解决方案。同时，我们也邀请您亲自尝试使用所展示的培训设施，并参加展会期间举办的培训课程及研讨会。



Axis-Shield PoC is a world leading provider of in-vitro diagnostics tests for use at Point of Care. Our products include the Nycocard® range and the state of the art Afinion™ system. Multiple tests are available for both systems. The Nycocard® has been on the Chinese market for more than 7 years, and Afinion™ will be launched in China in the near future. Axis-Shield PoC has subsidiaries in the Nordic countries, UK, Switzerland, Germany and the US. In China, Axis-Shield PoC opened its Representative Office in June 2009, headed by James Wang. A network of distributors are supplying the Nycocard® products throughout China.

www.axis-shield-poc.com, www.afinion.net
james.wang@axis-shield.com

Axis-Shield PoC是全球领先的、即时检验体外诊断产品的制造商。我们的产品包括Nycocard®系列和最先进的Afinion™检测系统，在这两个检测系统上可以检测多种标志物。Nycocard®已经进入中国市场超过七年的时间，同时Afinion™也即将于不久的将来在中国上市。Axis-Shield PoC在北欧地区、英国、瑞士、德国和美国均有分支机构。2009年6月在中国上海设立了她的全资代表处，由王政先生出任首席代表，并通过完善的区域分销商网络向中国市场提供Nycocard®产品。



Hove Medical International (HMI) develops and offers a general electronic patient record system, to be used by various health units as family practices, hospitals and clinics with a variety of specialties. The intention is to enhance the efficiency and quality of healthcare. The application is able to interact with different equipments and specialized medical and administrative applications. It uses Electronic Data Interchange (EDI) to ensure interoperability when exchanging medical data between health units. For example, HMI provides a full EDI system to be used by laboratories, for electronic data interchange with health units (test requests and test results).

www.hovemed.cn
weiyh.china@gmail.com

Hove Medical International (HMI)开发及提供一套通用电子病历系统。它适用于不同规模的医疗机构，从家庭医生到各种专科诊所，再到医院级别。产品的最主要的目的是提高医疗效率及医疗质量。它能与不同的医疗仪器及专科医疗和管理程序进行交互。它使用电子数据交换（EDI）技术，确保医疗机构之间数据交换时的互通性。比如，HMI提供一套用于实验室的全面的电子数据交换系统，实现与医疗单位的电子数据交换（测试要求及测试结果报告）。



Your ambition. Our passion.



Kitron is an international supplier of EMS (Electronic Manufacturing Services) – providing the entire value chain from Design/Development, NPI (New Product Introduction), Sourcing, Logistics, Manufacturing, Redesign, Repair and Maintenance. Kitron serves its customers (product owners) with high complexity manufacturing within Medical equipment, Data/Telecom, Defence/Aerospace, Energy, Offshore/Marine and other industrial segments. Kitron has operations in Norway, Sweden, Germany, Lithuania, USA and China.

Kitron's entity in Ningbo has developed a competitive network of high quality suppliers of components and mechanical parts throughout China, well positioned for manufacturing various healthcare equipments and other products with electronics.

www.kitron.com

info@kitron.com

Kitron公司是EMS(电子制造服务)的国际供应商, 为设计/研发、NPI(新产品介绍)、采购、物流、制造、再设计、维护及保养提供全方位的服务。在医疗器械、数据/通信、国防/航空航天、能源、海洋和其他领域中, Kitron为客户提供大规模集成的制造服务。Kitron公司的经营范围波及挪威、瑞典、德国、立陶宛、美国以及中国。

Kitron在宁波的公司已建立起一个覆盖整个中国的、具有竞争力的、高质量的机械零部件供应商网, 为制造各种医疗设备及其它电子工业产品奠定了良好的基础。



Laerdal

helping save lives

Laerdal's commitment to helping save lives is deeply rooted in a strong dedication to improve patient survival. Since modern resuscitation was introduced 50 years ago, we have developed products and services to meet educational and clinical needs of healthcare professionals and volunteers.

Headquartered in Stavanger, Norway, Laerdal has gradually established sales operations in 23 countries and manufacturing and R&D operations in 4 locations. The company has 1350 employees.

Laerdal in China consists of sales offices in Beijing and Hangzhou with 30 employees supported by strategic alliances and distributors, and a manufacturing and R&D plant in Suzhou with 140 employees.

www.laerdal.com.cn

sales@laerdal.com.cn

挪度公司使命 - 帮助拯救生命 - 深深植根于“提高病人生存率”的巨大贡献中。50年前, 现代心肺复苏理念诞生, 我们研发出众多产品及服务项目, 满足了医务工作者及志愿者教学和临床需要。挪度公司总部设在挪威的斯塔万格市, 并逐渐在全球23个国家建立了销售分公司、4个地区设立生产和研发基地, 全球员工总数达到1350名。

挪度中国分别在北京和杭州设有销售分公司, 员工30名, 在国内有诸多战略合作伙伴及庞大的代理销售网络, 同时还在苏州建立生产、研发工厂, 员工规模达140名。



Lapskill Medical is a company evolved from the idea of making an affordable, suitable and practical training arena for laparoscopic surgery for all surgeons around the world. The idea and concept about the product D-box is to be a training arena to develop, improve and maintain basic laparoscopic skills. Lapskill Medical has the vision if you master basic laparoscopic skills you can perform basically all kinds of laparoscopic operations without too much difficulty. In addition we believe to have developed a product including the web solution (www.laptrainer.com) that both encourages as well as lowers the barriers or difficulties of practicing laparoscopic surgery in a daily situation.

www.laptrainer.com
info@lapskill.com

Lapskill Medical在建成之初就立志于为全世界的腹腔镜手术医生提供价廉、适宜和实际可行的训练平台。本公司的D-box秉承了这一理念，是为开发、提高和维持基本的腹腔镜手术技术提供培训的一款产品。我们认为只要您学会了基本的腹腔镜手术技术您基本上就可以轻松地实施所有的腹腔镜手术。此外，我们深信这一包括网络培训（www.laptrainer.com）的产品，不光会鼓励更多的医生进行腹腔镜手术练习，而且也会降低日常腹腔镜手术操作培训的壁垒和实际困难。

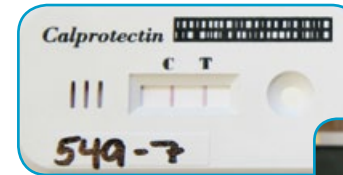


PROVISTA

ProVista is a company specializing in rehabilitation of people with visual impairment (low vision and blindness), supplying both products and knowledge for this purpose. The products are everything needed to start and run a low vision clinic in an eye department at a hospital. These products are equipment for assessment of the residual vision and doing the rehabilitation training. It includes optics and technical devices to be used by the persons with visually impairment to manage their daily life in school, work and home environment. ProVista will supply training programs to qualify professionals to work in this field. These programs consist of internet courses, lectures and hands-on training in a low vision clinic. ProVista also provides research and exchange programs between Norway and China.

www.provista.no
mail@provista.no

ProVista专注于视觉障碍（低视力及盲）康复的专业服务，提供视觉康复产品及知识与技能培训。ProVista为医院眼科及低视力康复门诊提供其开展视觉康复工作所需的所有产品，包括视觉评估设备和康复训练产品；为视障人士提供其在学校、工作和家庭环境中日常使用的光学产品和辅助器具；为专业人士提供项目培训，包括网络教育、课程教育和在低视力门诊的言传身教的实践培训。为了促进挪中两国在视觉康复方面的合作，ProVista还提供两国间的科研和学者交换项目。



Redcord provides innovative solutions for treatment of musculoskeletal and neurological disorders, including products, courses, and services focusing on the newly developed Neurac® method. Neurac® (NEURomuscular ACtivation) uses high levels of neuromuscular stimulation to restore pain free and functional movement patterns. It was originally developed for long term musculoskeletal pain, mainly for hip, back, neck, and shoulder problems. It is now widely used for all body parts, also as post-surgery rehabilitation of various orthopedic conditions. Neurac® is also suitable for neurological disorders, like stroke, spinal cord injuries, MS, and Parkinson.

www.redcord.com
redcord@redcord.com

Redcord为治理肌肉骨骼及神经系统失调提供创新的解决方案，包括注重Neurac®的产品、教程及服务。该Neurac®（神经肌肉激活）新技术，采用高度的神经肌肉刺激，以帮助患者恢复无痛、正常的活动功能。这项技术原来是为患有长期臀部、背部、颈部和肩膀肌肉骨骼系统失调患者开发的，现已广泛应用于全身的各个部位，也很适用于各种骨科手术的术后恢复。同时，该技术也适用于诸如中风、脊髓损伤、多发性硬化症和帕金森症等神经失调的治疗。



Skannex is an innovative bio-technology software company which develops reader solutions for chemical and biological high volume devices worldwide using mass market components.

The Lateral Flow Reader uses regular laptops and scanners or cell phones to analyze almost any kind of lateral flow or other high volume device.

In 2010 Skannex will launch a low cost and very flexible reader based on a panel PC and a USB camera. The new reader will be a multi channel reader supporting independent timing of up to 5 cassettes.

www.skannex.com
post@skannex.com

Skannex是一家创新生物技术软件公司，运用大众市场现有的组件，为国际市场开发测读化学和生物大容量仪器的解决方案。利用一般的笔记本电脑、扫描仪或手机，本公司的横流快速测读者可以分析几乎所有类型的横流或其他大容量仪器。

Skannex公司将在2010年期间开发一款既低成本又很灵活易用的测读者，通过平板电脑和一个USB接口的摄像机即可运作。它将成为一款可同时支持5盒独立检测的多通道新型测读者。



ST. OLAVS HOSPITAL TRONDHEIM UNIVERSITY HOSPITAL

St. Olavs Hospital and the medical faculty at NTNU have been in the forefront of developing an integrated university clinic which is both university and hospital.

In the new and ultra modern facilities, researchers, students and healthcare professionals combine in a model of care based on the patients' needs. Many consultants double as professors, and the single room is the primary arena for teaching small groups of students – A unique model both nationally and internationally.

Trondheim has a long history of close collaboration between university, hospital and technology. This has made it possible to develop exceptional competency and technology for laparoscopic surgery, heart diseases, ultrasound and other imaging techniques as well as fetal diagnostics.

The new university hospital that was opened by the King in June 2010, boasts a fully digital infrastructure, with computer access and telephones for all. Advanced medical images are available both bedside and in the advanced operating theatres. The organ based centre structure facilitates new combination of professionals, with exciting translational research and more effective care pathways as obvious benefits.



NTNU – Trondheim
Norwegian University of
Science and Technology

圣乌拉夫医院和挪威科技大学(NTNU)

圣乌拉夫医院和挪威科技大学(NTNU)医学院在创建临床大学领域已经处于前沿，临床大学既是大学也是医院。

本着“以病人需求为本”的理念，运用新型高现代化设备，这所大学医院采用了将科研人员、学生和医务人员汇集一堂的模式，很多医务人员本身就是教授，单人病房是给学生小组教学的主要场所，这在国内外都是一种新颖独特的模式。

特隆赫姆大学、医院和科技机构有悠久的紧密合作的传统。这一紧密合作为特隆赫姆大学医院今天能在腹腔镜手术、心脏病、胎儿诊断、超声波及其他医疗影像技术等领域取得卓越成就和获得先进技术提供了优越的条件。

新的大学医院于2010年6月由挪威国王亲自主持宣布对外开放。她拥有全数字化基础设施，完全使用计算机接入和电话操作，不论在病床前还是手术室都可以即时存取先进的医疗影像。医院设施结构由基于人体的器官所建立的不同的疗理中心所组成，更便于医务人员之间的新的组合和合作，推进转化型研究及开发和应用更有效的护理路径，优点显而易见。

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Innovation Norway

- Giving Local Ideas Global Opportunities

Innovation Norway is a government owned organization offering advisory services and financial support for Norwegian companies. Our key objective is to nurture business innovation and entrepreneurship, foster regional development, international cooperation and market access. We build local business networks in key markets through our more than thirty offices around the globe. In China we have representation in Beijing and Shanghai.

The healthcare industry is one of Innovation Norway's 9 prioritized sectors. This industry comprises about 250 companies offering a wide range of products spanning from health informatics and telemedicine, advanced diagnostics and imaging technologies to technical aids for elderly (www.norbiobase.no).

Our "Industrial Research and Development Contracts" (IFU) is an important instrument intended to stimulate international cooperation. This grant scheme provides between 30-50% funding for co-development projects between a Norwegian SME and an international technology or market partner. One of the goals of this exhibition is to identify partnerships between the Norwegian medtech community and Chinese companies or clinical institutions.

挪威创新署

- 让本土创意国际化

挪威创新署是一个挪威政府拥有的机构，为挪威公司提供咨询服务和资金支持。主要目标是培育企业的创新能力和企业创业精神，培植企业区域发展、国际合作和市场开发的能力。通过在全球范围内的30多个办事机构，我们建立起了庞大的商业网络。在中国的北京和上海都有我们的代表处。

医疗保健领域作为挪威创新署的9大优先的部门之一，大约有250家企业组成，提供包括医疗信息、远程医疗、先进诊断和成像技术以及为老年人提供的辅助技术(www.norbiobase.no)。

“产业研究发展合同” (IFU) 为鼓励国际合作推波助澜，这项资助计划可为挪威中小型企业与其国际科技或市场合作伙伴的联合开发合作项目提供30%到50%的资金。这次展会的主要目的之一就是在挪威医疗技术团体与中国的公司或医疗机构之间确定合作关系。



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Geir A. Haugum

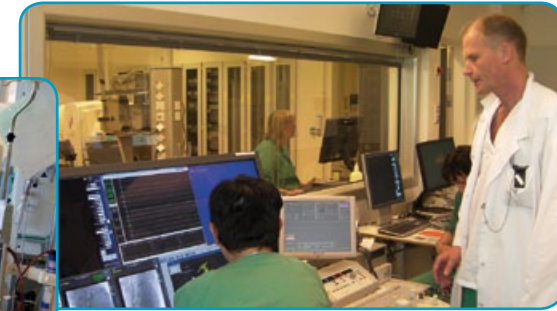
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- Norwegian health technology into the global market

MedITNor is a membership organization for Norwegian medtech and ICT companies under the auspices of KITH (see separate presentation). The network springs from the advanced technological community at NTNU (Norwegian University of Science and Technology).

The main objective of MedITNor is to increase visibility of Norwegian medtech and ICT innovation in local and international markets. MedITNor works actively to support R&D collaboration, stimulate company partnerships and bring complementary technologies and skills together. MedITNor is actively seeking international partnership opportunities for its members, as well as general collaboration with other innovation clusters nationally and internationally.

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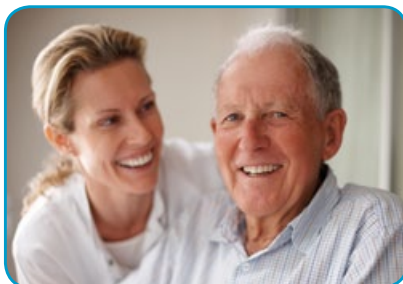
MedITNor

- 将挪威的医疗卫生技术带入国际市场

MedITNor是由KITH（详情请见单独介绍）主管，隶属挪威医疗卫生技术和ICT公司的一个成员组织。该集群组织由挪威科技大学（NTNU）的先进科技环境发展而来。

MedITNor的主要目标是提高挪威医疗保健技术和ICT创新在国内和国际市场的知名度。MedITNor将致力于支持研发领域的合作，鼓励公司合作互补技术。MedITNor为成员们积极寻求国际合作的机会，并期望与国内外其他创新集群组织共同协作。

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Oslo medtech

- Generating technology innovation. For better living and better healthcare

Oslo Medtech is a cluster of medtech and eHealth companies, hospitals, investment firms and knowledge and research institutions - all with a focus on medical technology and innovation.

Oslo Medtech generates innovation and facilitates development of market driven and user friendly medtech products, solutions and services, by initiating innovation processes and fostering cooperation between national and international Medtech and eHealth companies and hospitals.

The cluster's goal is to contribute to the development of more efficient and future oriented healthcare system, and to develop an internationally competitive medtech and eHealth industry.

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奥斯陆 Medtech

- 通过技术创新提供更好的生活和医疗保健服务

奥斯陆Medtech是一个由一批注重医疗技术创新的医疗技术和医疗电子化公司、医院、投资公司以及科研机构组成的集群组织。

奥斯陆Medtech积极创新并促进市场发展，促进以市场为导向的、便于用户使用的医疗保健技术产品和服务。奥斯陆Medtech不断开创并培育医疗技术、医疗电子化公司以及医院之间的合作。

奥斯陆Medtech群集的目标是致力于促进更有效的和面向未来的医疗系统的发展，及发展具有国际竞争力的医疗技术和医疗电子化行业。

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KITH

- ICT for Improved Health and Social Care

KITH (Norwegian Centre for Informatics in Health and Social Care) was established in 1990 as a not-for-profit company, owned by The Ministry of Health and Care Services, The Ministry of Labour and The Norwegian Association of Local and Regional Authorities.

KITH has the national responsibility in investigating, standardizing and certifying ICT-solutions used in the Norwegian health and social care sectors. KITH takes part in international standardization work and cooperation. KITH creates and facilitates networks between users and providers of medtech/ICT, nationally and internationally.

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KITH (挪威医疗及社会福利服务信息技术中心)
- 通过信息及通讯技术提高医疗和社会福利服务

KITH (挪威医疗及社会福利服务信息技术中心) 成立于1990年，是一家由挪威国家卫生和护理部、劳动部和挪威地方区域主管协会拥有的非营利机构。

KITH负责进行调研、国家标准化和认证在挪威医疗和社会福利服务部门使用的信息及通讯技术解决方案。同时，KITH还参与国际标准化的工作和国际合作项目，并积极促进国内外医疗技术及信息通讯技术用户与提供商之间的协作。

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The China Hospital Information Management Association (CHIMA) established in 1996 was set up as a branch of China Hospital Association (CHA). As a national academic association CHIMA is entrusted with facilitating and improving the quality of the Health Information Technology (HIT) sector of China Mainland. Activities include the organization of academic exchanges, formulate regulations and standards for the Chinese HIT industry, develop and conduct training programmes for Health Information Management Personnel. CHIMA also conducts comprehensive nationwide sector surveys on the China Mainland HIT sector and is the co-organizer of the annual China Hospital Information Network Conference together with the Institute of Hospital Management of the Ministry of Health. CHIMA participates in publishing The Journal of China Digital Medicine, which is a monthly magazine addressing the HIT sector. CHIMA has also established a national vendor club and hospital CIO Club to improve the communication between the different players of the HIT sector.

www.chima.org.cn
chima.vc@gmail.com

中国医院协会信息管理委员会 (CHIMA) 成立于1996年, 是隶属于中国医院协会 (CHA) 的分支机构。作为国内领先的学术组织, CHIMA立志于推动中国的HIT事业的发展。CHIMA组织的活动包括学术交流、制定中国HIT的相关标准以及为医疗卫生信息管理人员提供培训等。同时, CHIMA每年在全国范围内组织HIT综合调查, 并且会与卫生部医院管理研究所联合举办每年一届的中华医院信息网络大会。此外, 由CHIMA协办的月刊杂志《中国数字医学》, 是HIT领域唯一一本国家级科技核心期刊。同时, 为了促进HIT部门的交流互动, CHIMA还建立了供应商俱乐部和医院CIO俱乐部。



Norway. Powered by Nature

City life is determined by the city's relationship with the nature in and around the city. It is through this approach to city and nature that Norway will address the EXPO theme 'Better City, Better Life'. Nature is experienced as source of inspiration, recreation and pure physical energy. This is what we mean when we say 'Norway. Powered by Nature' and this is what we want to share with the visitors who come the Norwegian pavilion at the World Expo in Shanghai in 2010.

挪威. 大自然的赋予

城市生活与城市及其内外自然环境息息相关。挪威正是通过城市与自然的关系来展现世博会的主题: “城市, 让生活更美好”。大自然是灵感、娱乐与体能的源泉。这就是我们所说的“挪威. 大自然的赋予”的含义, 我们愿与所有参观2010年上海世博会挪威馆的观众分享这一理念。

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☐ 管理人员 ☐ 教育机构人员 ☐ 厂商

其他: _____

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