

Mediclaudo Oy networked in Hungary with the support of the NOTRE project

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The EU cohesion policy aims to support actions that make Europe's regions more innovative, sustainable and inclusive, ultimately improving the quality of life for citizens and communities. The NOTRE project aligns with this objective by facilitating the exchange of experiences in establishing, cooperating, and developing a testing and piloting environment for senior products and services. This contributes to the EU's cohesion policy objective of fostering innovation. Additionally, the project will create a network of internationally connected testing facilities and households, enabling unique and international product design.

Seinäjoki University of Applied Sciences implemented the NOTRE objective by taking Ilmajoki-based Mediclaudo Oy to meet Hungarian partners as guests of Lead Partner Pannon Business Network (PBN) in Szombathely. The three-day meeting and several discussions helped to connect the two NOTRE project living lab environments to support Mediclaudo Oy's objectives.

Strengthening Local Ecosystems: The Significance of the Finnish Delegation Visit to Szombathely's PBN-led Western Hungarian Digital Health Ecosystem

In the framework of the NOTRE project, a delegation of five Finnish stakeholders from the South Ostrobothnia Wellbeing Technology Ecosystem visited PBN's Western Hungarian Digital Health Ecosystem in

Szombathely, Hungary, and Austria for a three-day collaborative tour. This visit held great importance for PBN, as it offered a valuable opportunity to showcase the local ecosystem and demonstrate ongoing developments in digital health and advanced manufacturing.

One of the primary objectives of the visit was to explore business collaboration opportunities for an automated medicine dispenser robot. For PBN, the visit provided an excellent platform to highlight key initiatives and innovations that are driving the region's healthcare and technology ecosystem. Among the most notable stops was PBN's am-LAB advanced manufacturing laboratory, where cutting-edge solutions in manufacturing were presented, and the at-home senior care digitalization center, where advancements in senior healthcare technology were shared. This enabled the Finnish delegation to gain insight into how the region is advancing healthcare and manufacturing solutions in a collaborative and innovative manner.

Moreover, the visit allowed PBN to showcase the logistics solutions at local companies and its capacity to support partners in entering new international markets. The discussions between the visiting stakeholders and PBN highlighted the significant potential for cross-border collaboration, particularly in the German-speaking markets. The delegation also met an intermediary professional who could assist in facilitating market entry across multiple German regions, reinforcing the value of these international connections for PBN and its local stakeholders.

A key moment for PBN during the visit was the meeting with the Head of the Institute of Nursing Science and Programme Director at Krems University of Applied Sciences, an innovative institution that presents significant collaboration opportunities. This meeting resulted in a discussion about testing the automated medication unit, strengthening the potential for future joint efforts in the healthcare sector, and fostering innovation in the region.

In addition to business-oriented discussions, the visit included social activities such as attending a Champions' League basketball game and enjoying outdoor excursions, which allowed for informal networking and deeper engagement between the Finnish stakeholders and the PBN team.

Advancing the Digitalisation of Medicine Distribution

Mediclaudo Oy is at the forefront of transforming medicine distribution through digital innovation. By developing automated medicine solutions designed for hospitals and care homes, the company aims to enhance medication safety, streamline workflows, and reduce the burden on healthcare professionals. Participation in the NOTRE project and international collaboration efforts, such as the visit to Hungary, have played a key role in accelerating this mission.

During the visit to Szombathely, Mediclaudo had the opportunity to present its solution at PBN's am-LAB, an advanced manufacturing laboratory showcasing state-of-the-art production technologies. The delegation also explored PBN's digital home care demonstration centre, which focuses on the digitalisation of senior care services. Additionally, the team visited innovative logistics companies supporting healthcare supply chains

and held a strategic meeting with representatives from the University of Applied Sciences in Krems, Austria, to discuss potential pilot projects. These experiences provided concrete inspiration, valuable insights, and new avenues for collaboration.



Notre project participants visited Krems University of Applied Sciences (photo: Krems UAS).

Conclusion

This visit was an important step for PBN, as it showcased the strength of Szombathely's digital health and manufacturing ecosystems while creating meaningful connections and collaborations that will enhance the region's international presence. Through these partnerships, PBN continues to demonstrate its role as a key player in fostering innovation and market expansion in both the local and international arenas.

Thanks to this collaboration trip and experience, Mediclaudo Oy strengthened its ability to pilot and scale its technology internationally. The company's vision to set a new standard for pharmaceutical management by combining technology and care to deliver safer and more efficient healthcare services was supported by the trip.

The company visit was also an important NOTRE project measure to strengthen living lab cooperation and enable local start-ups to get in touch with the European market. The visit also brought together experts from Seinäjoki and Krems University of Applied Sciences and provided an opportunity for future cooperation.

Although in-person meetings are not always possible, they consistently provide better conditions and a stronger foundation for genuine collaboration and knowledge exchange than remote gatherings. This meeting was also in line with the objectives of the NOTRE project, enabling stakeholders to become familiar with the work and outcomes and achievements of other project participants.

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