



Federal Ministry
for Economic Cooperation
and Development

lab of tomorrow

Explore new business and development



lab of tomorrow

Today, many companies have the courage to engage in overseas business operations. However, they often lack the necessary insights into local conditions, the right partners and a striking business idea.

The lab of tomorrow offers all of this: As a participant you spend three days working together with other local and overseas entrepreneurs and experts on a solution for a concrete development problem (challenge) – one that will not only benefit your company, but make a positive difference in the world.

The goal of this workshop is for you to end up with a new promising business case together with a relevant network to start your venture. If you are convinced of your ideas, we will continue supporting you when taking them to the field.



How it works



- 1.** Identification of a **challenge** in a BMZ partner country
 - GIZ conducts extensive research on the challenge and distributes the information prior to the workshop
- 2.** The **3-day design-thinking workshop** is made up of several interdisciplinary working groups
 - Day 1 – understanding the challenge
 - Day 2 – developing new solutions
 - Day 3 – defining a roadmap for realizing the solutions
- 3.** We provide further support for you to conduct a **local test** (e.g. proof of concept) of your ideas in the partner country
- 4.** We continuously inform you about opportunities for further funding and risk mitigation for a long-term project **implementation**

Key benefits



- **IDENTIFY** new business opportunities through in-depth analyses
- **EXPLORE** a new market and develop a promising business case
- **RECEIVE** further support when testing your ideas in the partner country
- **MEET** local and international experts, relevant decision makers and potential customers
- **COLLABORATE** with other entrepreneurs and find new business partners



FAQ



HOW LONG DOES THE WORKSHOP LAST?

The lab of tomorrow consists of a 3-day on-site workshop module. For a successful outcome, full participation on all 3 days is required.

HOW MUCH DOES IT COST?

The participation fee is EUR 250 per company. Depending on the availability of spots, companies take part with up to 2 participants.

HOW TO PREPARE FOR THE LAB OF TOMORROW?

Prior to the workshop, participants will receive a comprehensive briefing paper containing relevant background information on the topic.





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**Smart logistics for medication – Improving access
to medication and diagnostics in Kenya**

May 17 – 19, 2016 at Merck Innovation Center, Darmstadt, Germany



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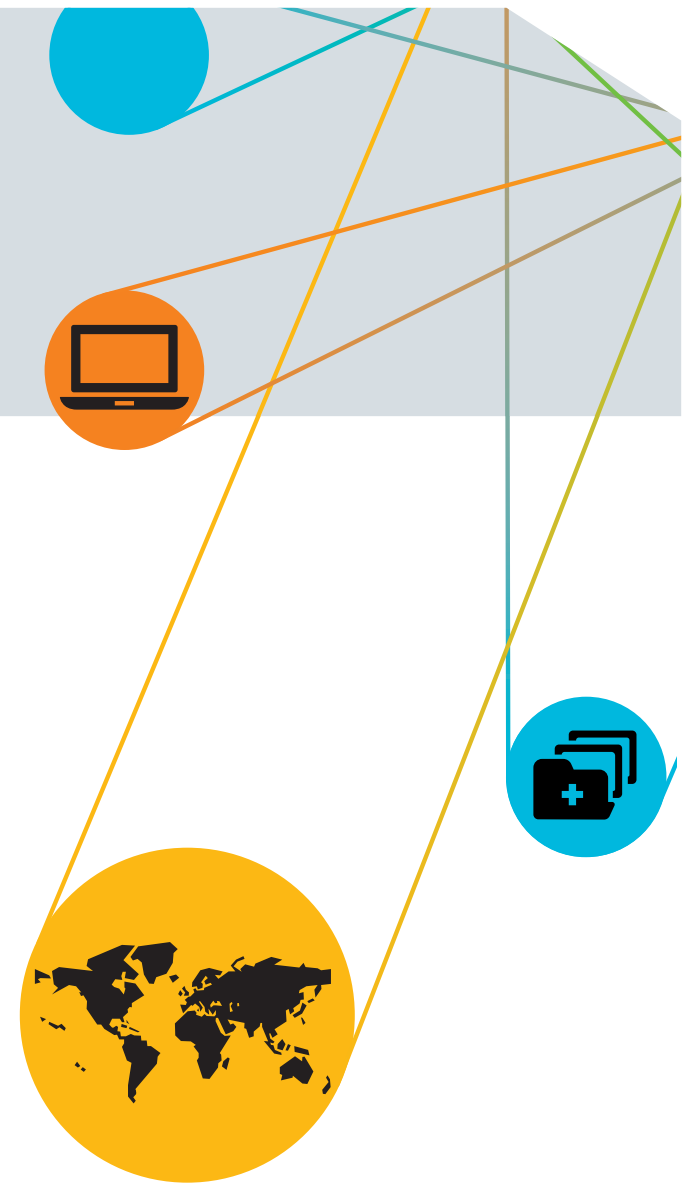
Smart logistics for medication

SMART LOGISTICS FOR MEDICATION – Improving access to medication and diagnostics in Kenya:

Kenya faces a central challenge in improving access to medication to low-income populations especially in rural and remote areas.

This is caused by various problems, such as limited availability of high-quality products, inefficient demand planning, long lead times, lack of appropriate storage space as well as poor infrastructure. Responding to this nationwide problem, the government's total health expenditure has increased to US\$ 580m in the current budget.

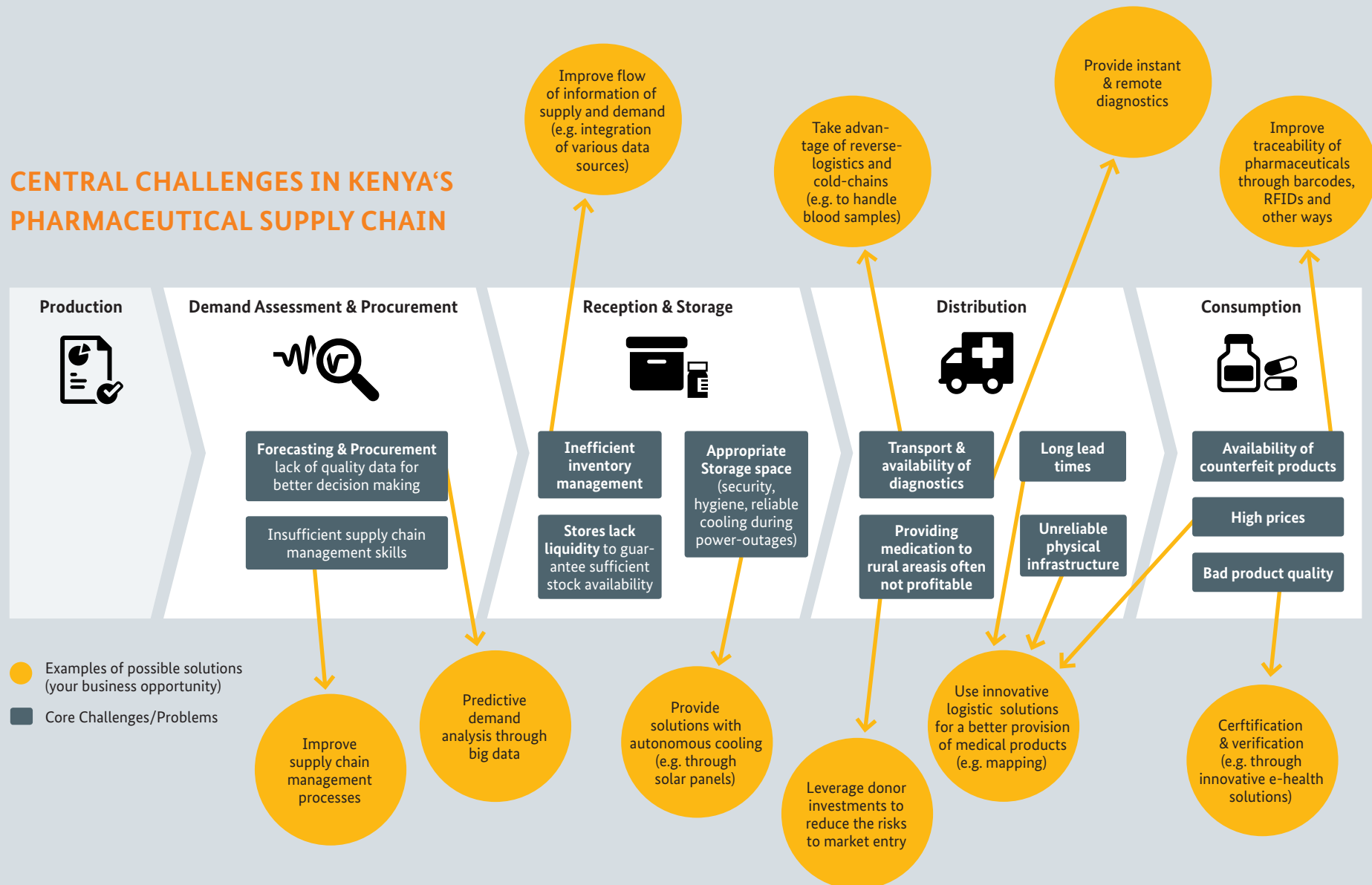
As a sizeable market potential meets a pressing development challenge, this lab of tomorrow will be dedicated to creating innovative, business-driven solutions that can overcome substantial hurdles along Kenya's pharmaceutical supply chain.



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Smart logistics for medication

CENTRAL CHALLENGES IN KENYA'S PHARMACEUTICAL SUPPLY CHAIN



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Smart logistics for medication



EXAMPLES OF KEY STAKEHOLDERS who can contribute to solving this challenge – of whom many have already confirmed participation in the workshop:

In Europe

- Pharmaceutical/healthcare companies
- Logistic companies
- Supply chain management experts
- IT companies (data analytics, inventory management, e-health, tracking & tracing, routing & mapping systems)

In Kenya

- Kenya Medical Supplies Agency
- Pharmacy and Poison Board Kenya
- Kenyan Ministry of Health
- World Health Organization
- International foundations
- Logistic/pharma companies

If you want to participate or learn more about the lab of tomorrow, feel free to get in touch with us any time!

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Contact



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