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|                  | <p><b>Overview</b></p> <p>The DIT Cyprus team assists UK companies to access and/or expand their activities in the Cyprus market. We also encourage high quality investment from Cyprus to the UK. As Head of the team I oversee all activities and services offered to UK companies and organisations by the team. My key responsibilities include developing and maintaining a wide network of local contacts across all sectors and within government departments. I carry out market research and identify business opportunities and niche sectors which would provide export opportunities for British companies. We also work closely with UK companies already active in the market and support them in expanding and promoting their business locally.</p> |
| <p><b>Contact :</b> Elena Orphanidou Rhodes</p>   | <p>One of the sectors with new business opportunities developing is Life Sciences. Cyprus is introducing a new National Health System which involves the change of the way the state hospitals operate. Improvements are expected on existing hospital units but also new ones are expected to be established. This provides opportunities for supply of medical equipment and increased demand in pharmaceuticals.</p>   |
| <p><b>Location:</b><br/>DIT Cyprus<br/>British High Commission – Nicosia</p>                      | <p>Other areas presenting opportunities in the market are telemedicine and robotics, E-health solutions, personalised medicine, chronic disease management, assisted living technologies, new diagnosis solutions etc. There is also interest from local stakeholders for R&amp;D collaborations. Cyprus also has a developed Pharmaceutical industry of generic medicines which might offer opportunities for collaboration for UK companies</p>   |
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