



## **TARGETTING THE EUROPEAN MARKET**

Our clients are not in a position to carry out specific market research by themselves or do not avail of a local sales & marketing team in Europe. Medical Device Companies originating from Europe, USA, Canada, Asia, Israel or other areas of the world value MSE's support.

### **When assistance is needed**

MedSupport Europe's services are called upon in different situations, in different phases. These can be: Pre-CE, 'Considering the opportunities', Planned introduction, Limited and ad hoc sales and Partly or fully established distribution in Europe.

### **Start-up companies**

As a newly-founded and young business you have innovative product ideas and the necessary financial backing. However you are looking for the necessary market and marketing & sales know-how of the European market for reducing 'time-to-market' of your Medical Device.

### **Established companies**

In some cases you could have the need for market research or an assessment for a specific project, for which you do not have the capacity at that time.

### **Venture Capital companies**

When you are investing in innovating Medical Device companies you are looking for successful commercialization. You may have the need for a partner with the necessary contacts, knowledge and skills who can be consulted when it comes to potential assessment, acceptance or entry strategy of the European Medical Device market.