



## WHAT SERVICES DO WE OFFER?

MedSupport Europe's (MSE) mission is to support the Medical Device industry with their business development in Europe. We aim to advance medical technology, to enable manufacturers and distributors to reduce time-to-market and make new technology available to the end user early on.

Our services to Medical Technology companies often start on a **Consultancy** basis. Our advice practice includes market research. This research varies from collecting basic market statistics and information on local laws and regulations to studying market attractiveness and to competitive analyses. We also offer research into potential sales and distribution channels. Our consultancy covers advice on marketing strategy, entry strategy and positioning of product portfolios, and our work includes advice on the effectiveness of sales and marketing organisations.

Another Service we offer is actual **Business Development**. It is our experience and view that finding and selecting the right opportunities to expand business (be it sales and distribution partners in local markets, or be it new product lines to represent) is often a troublesome and time consuming phase; difficult to carry out while keeping focus on the existing business and therefore taking more time than desirable.

A European sales and distribution network almost invariably requires attention from knowledgeable and available sales management. Many Medical Device companies are helped with MSE's services of **Sales & Marketing Management**. These companies do not avail of the required human resources and hire MSE on an interim basis.