



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# U.S. Commercial Service Düsseldorf, Germany <http://www.export.gov/germany>



*Medtech Made in USA  
Successful in Germany*

*Or*

*„If can make it there, I can make it anywhere..“*



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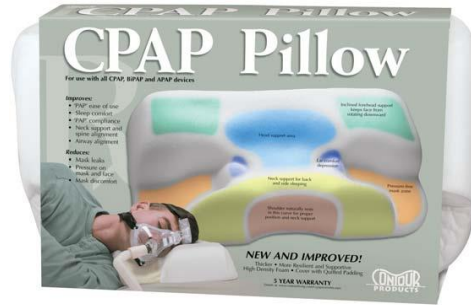
## Overview

- Germany: Samples of Success
- Why Germany?
- The Opportunities
- The Challenges
- It All Depends on You
- Medica CEO Program: Deals and Happy Faces



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# U.S. Product on the German Market



NUSTEP MACHINES ARE  
  
MADE IN AMERICA





## Why Germany?

- Largest healthcare market in Europe; accounts for 11.6% of GDP; employs 5.4 million people; accounts for expenditures of USD 375 billion annually, among these roughly USD 33.5 billion for medical technologies.
- Sophisticated, dynamic market open to innovative products and technologies; buzzwords: personalized medicine; minimally invasive surgery; telemedicine/e-Health.
- Germany is trade show country. It has MEDICA, the world's no. 1 medical show, meaning you have to come to Germany at least once a year!



## The Opportunities

- Largest and most powerful market in Europe
- Well-educated work force and productive economy
- Stable legal framework and environment
- Nine neighboring EU countries and excellent transportation and logistics networks
- Highest levels of technology, R&D, university networks, competence centers, industry clusters



## The Challenges

- to think the German market is similar to the U.S. market (and to see Europe as one country);
- to expect to make a quick profit with a pull-in/pull-out mentality and no long term commitment;
- to get to know a diversified and highly competitive, sophisticated market with a complex reimbursement system;
- to check out your European and global competition selling in Germany.



## It All Depends on You

- Do you know all applicable EU and German regulations?
- Do you know how to identify sales channels and partners?
- Do you know how to validate information you receive?
- Do you know how to resolve trade disputes?
- Are you visible, credible, supportive, and willing to invest time and money?
- YES : Come to Germany and Enjoy !
- No: There is Help.



# The Largest Medical Trade Show in the World...and Commerce's CEO Program

At **MEDICA 2014**, November 12-15, in Dusseldorf, Germany, the U.S. Commercial Service of the U.S. Department of Commerce will offer a unique way for U.S. firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office (CEO) at MEDICA 2014** provides the ideal opportunity to:

- Showcase your product to over 137,500 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,960 exhibitors.
- Strike business deals without the expense of an exhibition booth.

As a CEO participant you will receive:

- **Full access to the CEO Business Center:** a shared office center directly on the show floor with a comfortable work area. You will have a table (80cm X 80cm) with four chairs, unlimited Internet access, telephone, fax, and a photocopy machine available. Reception and hospitality service will also be provided.
- **A dedicated multilingual personal assistant:** will work exclusively with you during the show to arrange a daily schedule of meetings with high-potential business partners, agents, and/or buyers.
- **Advanced promotion to top local contacts in more than 32 countries in Europe and beyond.** Commercial specialists in the U.S. Embassies and Consulates will distribute a brochure (in English and German) where your company and products will be prominently featured. This brochure will also be distributed at MEDICA and other medical trade shows. Interest in your company will be captured (and sent to you) and matchmaking appointments will be arranged for you with visitors to MEDICA at the CEO.
- Complimentary promotion and listing on the **official MEDICA portal** at <http://www.medica.de> and on the websites of our U.S. Commercial Service office throughout Europe. Through these powerful tools, you will keep your company and its products in front of MEDICA customers and international businesses all year long!
- **Individualized counseling and market strategy discussions** with US Embassy commercial specialists as part of the Showcase Europe Medical Showtime program.
- MEDICA admission passes and show catalogs for up to four participants.
- Local accommodation listings and other useful travel information.

The participation fee for this program is **\$6,000 for four days (premium room rate is \$6,800)**. Fees do not include travel, lodging or incidentals.





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# Deals and Happy Faces!!

“Tomorrow we sign a distribution agreement with the largest distributor of our type of products in India! This could not have happened without the support and help of the U.S. Commercial Service. We are so grateful for the opportunity to participate in MEDICA, which enabled us to consummate this contract. We are also negotiating with a number of other distributors in other countries, including France, **Germany**, Singapore, South Korea, Switzerland... The India distributor believes they can be selling hundreds of our kits for the prediction and diagnosis of stroke per month after introduction to their market, resulting in millions of dollars of annual revenue to us. Again, this could not have happened without our beginning in the CEO table pavilion for two years and then moving to our own booth last year.” CIS Biotech, Medica 2009



[http://export.gov/industry/health/eg\\_main\\_032141.asp](http://export.gov/industry/health/eg_main_032141.asp)

[www.grants.gov](http://www.grants.gov)  
[www.sba.gov](http://www.sba.gov)



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