

DEVELOPMENT | STRATEGY | GROWTH

STRENGTHEN CUSTOMER SUCCESS



## Key Customer Benefits

EU Healthcare market knowledge

Local market insight

Support from experts

Company business expansion



## WEMA connect offers EU support:

- Professional service and dedication to the medical devices industry
- Knowledge of issues facing the medical device industry
- Multilingual capabilities
- Local presence
- Knowledge of the local markets and cultures
- Extensive experience in international business development
- Extensive experience in international sales management
- Access to multi-disciplinary networks (i.e. taxation, legal, logistics, real estate, etc.)

# Market intelligence data & research

## Market intelligence data and research

- Country “overview” reports offer macro level insights
- “Deep dive” reports go into varying degrees of depth
- Custom field research

We arm you with the knowledge you need to successfully enter a new market. You only get one opportunity to do it right.

Surgical Procedure Volumes

Macroeconomic Figures

Healthcare Demographics

# Typical EU market information

- Healthcare market in general (structure, number of hospitals, demographics, etc.)
- Market of medical devices and trends
- Procurement of medical products
- Adoptability of New Devices
- Reimbursement system
- Competitors/competing technologies
- Market strategy of key competitors
- Profiles of market leaders
- Relevant Associations and Events
- Conclusions and Recommendations

# Service package continued

- **Quick scan:**

Assess state of clinical, economic and other relevant information regarding a technology and then draws out a reimbursement strategy, action plan and timeline.

- Our fixed price for a **Quick scan** is **EUR 5.000** per market.
- **Action plan development** based on company specific requirements
- It all starts with a **plan discussion** to specify company requirements and discuss the approach. WEMA connect BV and partner are able to cover all of the European Healthcare markets.
- WEMA connect & Partner- In-depth knowledge with multiple years of expertise at various levels as described in the attached slides.
- **Taiwan Company specific info required;**
  - Type of product / treatment / speciality
  - Introduction and plan lay out + EU preferred action plan
  - Time plan - Time to market

# Looking forward to support you!



DISCOVER YOUR  
BUSINESS OPPORTUNITIES  
AND SALES EXPANSION  
IN EUROPE

The European Healthcare market has a tradition of embracing new technologies, fast adoption of innovative products and treatment concepts. Healthcare standards in Europe are at the highest level. The diversity of Healthcare landscapes makes it extremely attractive to bring your company to the European market.

**WEMA connect** teamed up with strong partners across Europe to offer you custom made support from scanning market opportunities to market access and building relations with all relevant Healthcare stakeholders. We are here to help you grow your business!

**We offer you excellent support and strong cooperation:**

- ✓ Providing Healthcare market intelligence
- ✓ Business development support & Market Access
- ✓ Clinical, Regulatory, Reimbursement, Legal, Logistics, Finance support
- ✓ Business strategy to bring your company to the next level
- ✓ Direct sales, Interim management & Distributor contracting



Wessel van Dijk  
CEO & Founder

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