



GoGlobal Activity Groups 2019



EIT Health is supported by the EIT,
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Introduction

Backed by the European Union, EIT Health helps healthcare ventures create lasting improvements to health throughout Europe and the wider world.

Our GoGlobal programmes support the successful entry of your start-up in a range of worldwide markets, including the US, Canada, Japan, Korea or China, in addition to Europe. You will have access to our network of experts to validate your business idea, and help you develop a realistic and detailed market entry strategy.

Through in-person events, you will have the opportunity to build lasting connections with potential stakeholders, and gain vital insight into the health innovation industry of your target location.



GoGlobal Activity Groups

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This is the best training programme I ever attended. Extremely valuable to meet all these experts and meet hosting Medtech companies in one room and sharing thoughts.

*Tommy Johansson,
CEO, AMRA Medical*

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GoGlobal Medtech/Digital Health (Sting)

By Stockholm Innovation and Growth

What is it?

Ten years ago, this gateway programme to the GoGlobal series was launched to help MedTech companies in Sweden to successfully export their products.

It has since expanded to support companies from all over Europe, with the express goal of teaching you how to successfully export your business outside of your home market.

You will learn through workshops with hosting companies and talks with invited experts. They will share their own successes and failures, helping you identify your own start-up's potential pitfalls and how best to avoid them.

What will you gain?

- Insight into your most suitable markets to begin exporting
- Constructive feedback on your international business plan from an expert panel
- Knowledge of potential hurdles to your exports and your best market fit
- Access to the experience and learning of our network of hosting companies
- The confidence and ability to take the next step to export your products

Who is it for?

CEOs, CMOs or similar with Medtech or Digital Health companies, looking to drive export sales across an international market.

Who can apply?

Medtech or Digital Health companies that have started selling in their home markets.

Location

Stockholm, Paris, and Madrid.

Start date

Starting days on 15 or 16 May, 2019 in Stockholm.

Deadline

27 March, 2019

How to apply

Apply online via the Optimy platform: eithealth.optimytool.com/en/

Main contact

Olof Berglund,
olof.berglund@sting.co





Start.Smart.Global

What is it?

Start.Smart.Global is a training course for European health start-ups looking to break into the Japanese or Korean market.

Through our partnership with BioM and Medicen – two award-winning healthcare organisations – we will help you to define a realistic and highly detailed market entry strategy, followed by a roadshow to actively test your product in your target location.

What will you gain?

- A realistic and detailed market entry strategy to export to Japan or Korea
- Valuable business contacts, expert advice and peer learning
- Product/market testing during a target-market roadshow
- Interactive business-culture training

Who is it for?

CEOs, internationalisation project managers or similar, looking to expand their start-up/ SME into markets in Korea or Japan.

Who can apply?

Start-ups or SMEs that are mature enough to enter a new market. Applicants must be able to commit at least one member of staff for e-learning, one week of on-site training, and a one-week roadshow.

Location

E-learning through webinars, plus on-site training in Munich (for the Japanese market) or in Paris (for the Korean market). You will also have the opportunity to attend a roadshow in Japan or Korea.

Start date

1 April, 2019

Deadline

27 March, 2019

How to apply

Apply online via the Optimy platform:
eithealth.optimytool.com/en/

Main contact

Dr. Stephanie Wehnelt, BioM,
wehnelt@bio-m.org





GoGlobal Canada

What is it?

The GoGlobal Canada programme helps your MedTech and Digital Health start-up to launch into the Canadian market. With our guidance, you will gain vital insight and form a detailed market entry strategy around three of Canada's most prominent locations: Toronto, Montreal and Vancouver.

You will build valuable connections with strategic partners in the target market, and receive long-term support through your start-up's growth.

What will you gain?

- Visibility and exposure in Canada and across Europe
- Links with Canadian health experts and strategic partners
- Insight and a detailed understanding of the Canadian market
- The opportunity to get first-market knowledge and meet potential Canadian stakeholders at the MEDFIT conference in Lille (June 25-26)

Who is it for?

CEOs, heads of international affairs, COOs or similar working for European healthcare start-ups in MedTech or Digital Health, and looking to validate their business for the Canadian market.

Who can apply?

European healthcare start-ups in MedTech and Digital Health. Applicants should already have traction in the local European market, and willingness to expand internationally. For MedTech companies, CE marking obtained or planned for 2020 at the latest.

Location

Distance learning through online webinars, plus the opportunity to attend the in-person MEDFIT conference in Lille.

On-site programme in Canada (Vancouver, Toronto, Montreal) between October - November 2019, with a ten-day roadshow if all three hubs are of interest.

Start date

29 April, 2019
following selection of the Go Global laureates.

Deadline

27 March, 2019

How to apply

Apply online via the Optimy platform:
eithealth.optimytool.com/en/

Main contact

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Medical Valley:
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Medicalps:
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Through the MedTech Exchange Accelerator, I had the opportunity to make more and better contacts within one week than I could have made within one year on my own.

*F. Langmeier,
Participant 2017*

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GoGlobal China

What is it?

The GoGlobal China programme is designed to help your health start-up export successfully to the Chinese market.

You will gain insight through a week-long trip to China, and have the opportunity to meet with Chinese stakeholders at our MedTech workshop in Nuremberg.

With access to our experts, your start-up can gain visibility and exposure in China and across Europe, and prepare to launch into your target market.

What will you gain?

- Visibility and exposure in China and across Europe
- Links with Chinese health experts and strategic partners
- Insight and a detailed understanding of the Chinese market
- The opportunity to validate your product and meet potential stakeholders during a workshop in Nuremberg

Who is it for?

CEOs, heads of international affairs, COOs or similar working for European healthcare start-ups in MedTech or Digital Health, and looking to validate their business for the Chinese market.

Who can apply?

Innovative healthcare start-ups or SMEs in MedTech or Digital Health, preferably in the field of medical devices, diagnostics or digital health. CE marking obtained or planned for 2020 at the latest.

Location

Distance learning through online webinars, plus one-week immersion in China in Hong Kong and Shenzhen. You also have the opportunity to attend an EIT workshop in Nuremberg.

Start date

20 May, 2019

Deadline

27 March, 2019

How to apply

Apply online via the Optimy platform:
eithealth.optimytool.com/en/

Main contact

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www.eithealth.eu

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