

RTP Workshop

"How to Enter the European Medtech Market"

Tuesday, April 20, 12:15-5:00 pm
Hotel Sierra near RDU Airport at I-540 & NC 54

Learn from five experts on the EU market!

The European medtech market is the second largest in the world and offers your company an opportunity to launch your products faster. Different languages and regulations may seem challenging but are not daunting if you have a good plan, reliable experts, and industry contacts in Europe.

This workshop will give you insights into EU market data, operations, and current trends (see topics on next page) **without having to travel across the Atlantic**. You will also have an opportunity for one-on-one interactions with experienced professionals who have helped dozens of companies and launched products in European countries.

Program:

12:15 - 1:00 pm	Buffet Luncheon
1:00 - 1:40 pm	Size of Key EU Medtech Markets & Reimbursement/Pricing <i>Reinhard Merz, TCG Operations Director, Heidelberg</i>
1:45 - 2:20 pm	Managing your EU Operations and Sales Channels <i>Richard Hughes, President, Healthlink Europe</i>
2:25 - 3:00 pm	Conducting Market Assessments, Partnering with EU Firms <i>Robert Keefer, Partner, TCG, LLC</i>
3:15 - 3:50 pm	Tax Considerations when Establishing EU Operations <i>Heather Dean, Tax Partner, Hughes Pittman & Gupton, LLP</i>
3:50 - 4:25 pm	Clinical Congresses and Regulatory Trends in EU <i>Dennis Burns, Partner, TCG, LLC</i> <i>(with Katrina Fiedler, New World Regulatory Solutions)</i>
4:30 - 5:00 pm	Q&A and One-on-One Discussion

To register, fax to 919-941-9775 or call 919-941-0700

Only \$35 for a half day of valuable insight on growing your revenues

NAME _____ TITLE _____ PHONE _____

COMPANY _____ CITY/STATE _____

Method of payment: Check Credit Card (call TCG office)



KEY QUESTIONS YOU NEED TO ANSWER:

- Does the European medtech market offer your company a significant opportunity, and if so, in which markets?
- How will you be able to operate there, and can EU firms help you with marketing and distribution?
- What do you need for regulatory filings to enter the major markets and how long will it take?
- How do you address the financial and tax issues?

TOPICS TO BE COVERED IN THE PRESENTATIONS ON APRIL 20:

- Size of EU healthcare markets and medtech segment
- Demographic patterns in Europe
- Overview of major market differences
- Key reimbursement issues in top 5 markets
- Easiest ways to set up companies in Europe
- Interactions with distributors
- Maximizing medtech sales channels
- Opportunity Assessment techniques: learn before you decide
- Partnering approaches
- Key Opinion Leaders: key entry points for your product
- Covering medical congresses efficiently
- Overview of MDDD process
- Selecting a regulatory strategy
- Critical financial decisions as you enter a country
- Tax requirements to address with new operations
- Where to start and key elements in your EU launch plan
- Recognizing the differences in US & EU business cultures

With the demand for innovation growing and Euro/dollar exchange rate still strong, 2010 may be the best year to launch your technology or product.

***JOIN US ON APRIL 20 FOR INSIGHTS AND CONTACTS THAT
WILL IMPACT YOUR BUSINESS PLANS***