



# CENTRAL & EASTERN EUROPEAN MEDICAL BUYERS MISSION TO MINNESOTA June 18-22, 2018

## European Visit to Global Hub in Minnesota for Medtech Forum and B2B Meetings 100+ U.S. AND EUROPEAN COMPANIES INVITED • APPLY NOW TO PARTICIPATE

Health care decision makers from more than 15 Central and Eastern European countries are invited on a weeklong mission that includes a medical forum, company visits and 150+ tailored business-to-business meetings with U.S. medical device, dental and health care companies.

The Minnesota Trade Office is hosting this event and invites you to apply for a spot in the delegation that will be visiting Minneapolis, Minnesota from June 18-22, 2018. Space is limited to 40 European companies.

### WHY MINNESOTA?

Minnesota is an international hub for the most advanced and innovative medical device manufacturing companies. Globally renowned companies such as 3M, Mayo Clinic, Medtronic, Smiths Medical, St. Jude Medical and Vascular Solutions have their headquarters or major operations here – along with several hundred fast-growing, small- and medium-sized health care technology firms.

**Event overview:** The trip includes a Medical Technology Forum, pre-scheduled B2B meetings, and visits to Mayo Clinic, 3M, Medtronic and Starkey Hearing Technologies.

Participants will discuss market trends for medical devices, eHealth and Health Information Systems. Business experts will share their visions for the direction of the European health care sector. We invite you to come and build relationships with key private-sector industry contacts.

**Strong export opportunities for U.S. companies include:** advanced medical and surgical equipment, disposable products, radiology, optical devices, dental equipment, software for hospital management and internal networks, and technology for non-communicable diseases.

### OBJECTIVES:

- Be introduced to products manufactured and invented by Minnesota companies
- Meet up to 60 manufacturers and partners from Minnesota
- Participate in self-scheduled B2B meetings with Minnesota health care providers, researchers and manufacturers
- Visit with leading Minnesota health care providers and experts
- Negotiate and potentially sign purchase agreements

**Invited countries:** Albania, Bosnia and Herzegovina, Belarus, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Macedonia, Moldova, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey, Ukraine and others.

**Minnesota companies will represent:** medical device manufacturers; hospital management and operations; dental equipment makers; IT and big data management services (e.g., electronic health records and billing systems); and remote patient monitoring device technologies.

### TO APPLY:

Please visit <https://connect.eventtia.com/en/dmz/medtechmissionmn18> and fill out the quick and simple application form. The deadline is April 6; final selection is determined by the Minnesota Trade Office review process. If accepted, the cost of the mission is \$550 (includes receptions, B2B meetings, meeting transportation and lunch at the Medical Technology Forum).

### FOR MORE INFORMATION:

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Also visit: [mn.gov/deed/business/exporting/events](http://mn.gov/deed/business/exporting/events)

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*Upon request this information can be made available in alternative formats for individuals with disabilities.*

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