

Germany-based healthcare SME that supports market entry and growth is seeking partners to expand its market reach, as well as life science companies looking for expert support in entering and developing their businesses in Germany.

Summary

Profile type

Business Offer

Company's country

Germany

POD reference

BODE20260507008

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• All countries

Contact Person

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Term of validity

11 May 2026**11 May 2027**

Last update

11 May 2026

General Information

Short summary

The SME based in Northern Germany, specializing in healthcare market entry and growth, provides hands-on support in:

- market access and market analysis,
- cope with the German reimbursement system,
- identification of KOL and establish first reference sites
- successfully find distributors and strategic partners.

The company is seeking to connect with international life science and medical technology companies aiming to expand into the German speaking markets.

Full description

The German company was founded in 2000 as a consulting agency exclusively serving the healthcare market.

They specialize in helping life science and medical technology companies to enter new markets and further develop existing ones. Their clear goal is to provide practical support that enables their clients to become more successful by increasing turnover and profitability.

One focus is on supporting medical product companies in entering particularly the German market. The SME has a proven track record from numerous projects in identifying distributors and facilitating successful market entry.

Another focus is on finding strategic partners who would integrate products as OEM or private labels into their own portfolios. This service is provided—especially with large multinational groups—on an international basis, initiating international contacts.

In addition to business planning and market analysis, the company offers highly practical support for medical start-ups and growing companies to succeed in market access and overcome typical obstacles such as reimbursement challenges. While the SME has the expertise to carry out all necessary steps for successful market entry, some companies may prefer to execute certain tasks using their own resources to reduce costs. The company is experienced in this approach and can seamlessly integrate it into project management.

- Sales & Marketing Life Science

Individual support for life science and medical technology companies entering the German speaking healthcare market

- Market Entry Strategy

Practical support to identify the best pathway into the market, understand hidden rules, and avoid costly mistakes and barriers

- Market and Competition Analysis

Extensive hands-on experience in conducting market analyses to identify the most profitable segments and provide detailed insights into competitors

- Identification of KOLs and References

Support in securing initial references in the German speaking region, including clinical partners for pilot trials

- Reimbursement for Medical Technology

As cost coverage is critical for success, the company supports clients in analyzing reimbursement conditions, applying for reimbursement codes, or identifying alternative funding pathways

- Building Distribution Networks

Identification of competent and successful distributors for medical products

- Search for Strategic Partners

Identification of partners interested in marketing products via OEM, private label, or licensing agreements with large organizations

Advantages and innovations

- Over 25 years of consulting experience with a proven track record, supporting hundreds of life science companies in successfully entering the German market through practical, results-driven strategies and hands-on implementation
- Strong expertise in market access, including developing effective strategies and ensuring their successful execution, as well as helping clients secure first users, pilot sites, and KOL partnerships through an extensive clinical network across all medical segments in Germany, including on-site support
- In-depth knowledge of the complex German reimbursement system, covering the identification of suitable pathways, application for reimbursement codes, and the development of alternative cost coverage solutions when needed
- Comprehensive support in business development, including identifying and connecting with the right sales and distribution partners (from niche specialists to large groups), backed by broad access to Germany's full distribution landscape
- Additional end-to-end support such as accompanying negotiations, adapting marketing materials, and refining sales arguments to align with German market expectations and effectively convince local stakeholders
- Extensive experience collaborating with governmental and NGO trade promotion organizations, including projects with Estonia, Italy, Taiwan, and Korea, ranging from targeted individual consulting in the German healthcare market to large-scale business development programs involving 40+ companies from one country

Technical specification or expertise sought

Stage of development

Already on the market

IPR Status

No IPR applied

IPR Notes

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

The healthcare consultancy is seeking two kinds of partners:

- a) Individual medical technology and life science companies, who are looking for practical expert support in entering and growing in Germany and other German-speaking countries.
- b) Governmental and NGO trade promotion organizations who need special expertise or want to do larger business development projects to support companies from their country in market access to Germany

Type of partnership

Commercial agreement

Type and size of the partner

• SME <=10

Dissemination

Technology keywords

Market keywords

• 05007007 - Other medical/health related (not elsewhere classified)

Targeted countries

• All countries

Sector groups involved

• Health