

EUROPEAN MARKET ACCESS DAY

You are a French Medtech, E-health or Biotech company and wish to master the major challenges of market access in Europe.

Participate in a workshop of European experts selected by MEDICEN: Market Access Consultancies, European clusters & local agencies



3 round tables

With experts from European *Market Access*

5 target countries

Germany, Spain, Italia, Benelux (Netherlands & Belgium), United-Kingdom

GO TO MEETING

17 Septembre 2020

▷ FOCUS MARKET ACCESS

The marketing in the countries neighbouring France presents various problems to be overcome in order to ensure the development of your company. Take advantage of the visit of European experts to ask them all your questions about reimbursement and pricing policies for your medical solutions and get an overview of these issues thanks to a high-level workshop.

▷ AGENDA All the presentation will be held in English.



Agenda

13h30
14h45

Welcoming and general presentation of the speakers: presentation from MEDICEN et BUSINESS FRANCE

Introduction of **SIMON-KUCHER & PARTNERS** on 'Major market access issues for French startups in their European development strategies'

14h45
16h

1st Round Table

Focus on market access for Biotechnology, Medtech and E-health. What are the reimbursement and pricing strategies in these countries?

Speakers : SIMON KUCHER & PARTNERS (French and German desks) & Medtech Europe (TBC ?)

16h
17h15

2nd Round table

Market Access & Market Entry in the different target countries: Germany, Spain, Italy, Benelux, UK

Speakers: BERLIN PARTNERS & IGES (Germany), MEDSCALER & BIOWIN (Benelux), THE HILL et INNOVATION AGENCY (UK), BIOCAT (Spain), BIOPMED (Italia)

17h15
19h

3rd Round Table ronde

SMEs testimony on their Market Access / Entry in the different European countries

Speakers: TBC

Presentation of Business France Health care's acceleration and support programs in Europe