

## Profile View

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### Details

**Title:** A French distribution company seeks manufacturers of medical devices and equipment for commercial agency/distribution agreements for France and MEA markets.

**POD Reference:** BRFR20210920001

**Summary:** A French company specialized in the promotion and distribution of medical technologies seeks to expand its portfolio in different medical categories.

The company would like to establish distribution agreements with European and US manufacturers interested to expand their activities in France and in the Middle East & Africa (MEA) region. A commercial agency agreement can also be considered.

**Description:** The French well-established company has the know-how, commercial capabilities as well as a solid knowledge of regulations and business practices to generate value and substantial sales growth. They already represent leading EU and US medical manufacturers in France and MEA.

The French company has an established sales structure to promote and regionally distribute the partner's products in France and MEA markets. They are fully dedicated to develop and manage direct as well as indirect sales channels for the suppliers. They operate and conduct business fully complying with international standards and business ethics.

In addition to the broad functional coverage, they work closely with the following medtech sectors:

diagnostics, wound care, skin diseases, hospital furniture, consumables, educational equipment, dental, urology, surgical, robotics, orthopedics, radiology/imaging, gynecology...

Depending on the needs, a commercial agency agreement or a distribution agreement may be considered. Indeed the agreement will be chosen according to the commercial development of the partner and its strategy in these markets. As international regulations must be respected, the classification of the medical product will also be taken into account.

**Advantages and Innovations:**

The French team has more than 25 years of international experience in the medical industry. Their expertise lies in medical literacy, sales-driven distribution, cross-cultural literacy, and functional experience.

The agreements are tailored to both supplier and company's requirements and are signed on a win-win basis. The value proposition in the partnership is cost-saving, risks reduction, improved efficiency, and the following deliverables: quick market access, long-term development, patient focus, supply chain, and efficient distribution channels.

**Technical Specification or Expertise Sought:**

The distribution company is looking for innovations that could come from the following medtech sectors: diagnostics, wound care, skin diseases, hospital furniture, consumables, educational equipment, dental, urology, surgical, robotics, orthopedics, radiology/imaging, gynecology...

They can also evaluate potential distribution opportunities in other categories.

**Stage of Development:**

Already on the market

**Keywords**

Technology Keywords: 06001004 Dentistry / Odontology, Stomatology  
 06001013 Medical Technology / Biomedical Engineering  
 06001017 Surgery  
 06001020 Physiotherapy, Orthopaedic Technology  
 06001023 Medical Furniture  
 Market Keywords: 05001002 In-vitro diagnostics  
 05002002 CAT scanning  
 05004001 Electromedical and medical equipment  
 05004006 Surgical instrumentation and equipment

**Partner Sought**

**Type and Role of Partner Sought:**

The French company offers to become a commercial agency or a regional distributor for medical manufacturers interested in expanding their markets in France and MEA.

The agreements will ideally include 3 or 4 years of exclusive distribution contracts depending on the classification of the medical products. The French company works in full transparency and in regular consultation and close collaboration with all functional departments of the suppliers.

The company stands with medical manufacturers who aim to be at the forefront with strategic and focused plans for the French and MEA markets.

**Type and Size of Partner Sought:**

SME &lt;10

SME 11-50

SME 51-250

**Type of Partnership Considered:**

Commercial agency agreement

Distribution services agreement

**Client****Type and Size of Client:**

Industry SME &lt;= 10

Year Established: 2015

Turnover (euro): 1 - 10M

Already Engaged

in Trans-National Yes

Cooperation:

Languages Spoken: Arabic

English

French

Client Country: France

**Dissemination****Relevant Sector Groups:**

Healthcare

Restrict dissemination to specific countries:

- Austria
- Belgium
- Canada
- Denmark
- Finland
- Germany
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Spain
- Sweden
- United Kingdom
- USA

