

# Business Initiation Romania – Rep. of Moldova

Healthcare industry: focus on medical technology & e-health

Cluj-Napoca, Bucharest & Chisinau, 07 to 11 October 2024



*From 7 to 11 October 2024, SBS systems for business solutions, in cooperation with its Romanian partner Smart Health Cluster, is organizing a business initiation trip to Romania and Republic of Moldova on behalf of the Federal Ministry of Economics and Climate Action (BMWK) on the topic of healthcare and medical technology. This is a project-related funding program. It is part of the Healthcare Industry Export Initiative and is being carried out as part of the market development program for SMEs. The target group is primarily small and medium-sized German companies (SMEs).*

## Business opportunities for Romanian and Moldovan companies and organisations

The German Federal Ministry of Economics and Climate Action (BMWK), as part of its export promotion program, is promoting the business initiation of a delegation of selected German companies at the forefront of innovative healthcare technology on a business trip to Romania and Moldova to meet with companies and organizations interested in their catalogue of innovative products and services.

The aim is to establish new collaborations and partnerships with interested Romanian and Moldovan counterparts, as well as to promote new business partnerships strengthening German-Romanian-Moldovan trade, as well as to provide for an exchange of information and showcase the innovative solutions of the German industry.

The trip will take place from the 7th until the 11th of October 2024 in Cluj Napoca, Bucharest, and Chisinau. The project allows Romanian and Moldovan companies and organisations to participate in individually organized B2B meetings with German participants.

## Target group

In view of the current developments in the healthcare industry in Romania and Republic of Moldova, we recognise concrete potential and promising opportunities for a successful market entry for German companies, particularly in the healthcare sector:

- Manufacturers of medical imaging systems (MRI, CT, X-ray, ultrasound systems);
- Producers and distributors of medical devices, consumables and pharmaceuticals;
- Service providers for the recycling and reprocessing of medical devices to conserve resources and reduce waste;
- Companies that develop systems for the return and safe disposal of expired or unused medicines;
- Providers of software and telemedicine solutions as well as digitalization solutions for observation forms and hospital management;
- Providers of solutions for personnel management and training in the hospital sector;
- Manufacturers of cleaning agents and disinfectants.

Executor

## Attendance benefits for Romanian and Moldovan companies

- Roundtable Discussion in Cluj Napoca;
- Conference and Networking Event in Bucharest;
- Individually organised B2B meetings with potential business partners in Bucharest and Chisinau;
- Identification of new business opportunities with German companies;
- Presentation of your company.

SBS systems for business solutions and Smart Health Cluster organise the bilateral meetings on behalf of the Ministry. The following appointment options are offered in order to carry out the business meetings with maximum flexibility and efficiency:

- B2B meetings at the cities of Bucharest and Chisinau;
- Political-institutional event in Bucharest with the presentation of market exchange opportunities in the field of innovative technologies for healthcare, between Romania - Moldova and Germany.

## Your team of experts

### Executor – SBS systems for business solutions

SBS systems for business is an experienced consulting company specialized in the internationalization of companies. All offices of SBS are staffed with multilingual and professional employees experienced in dealing with intercultural work environments

Since 1999, SBS has been successfully developing,



planning, and implementing individual internationalization strategies for German SMEs and advising them on their global export activities.

Since 2006, SBS has also been implementing export promotion projects on behalf of the German Federal Ministry for Economic Affairs and Energy (BMWK) and since 2015 for the German Federal Ministry of Food and Agriculture (BMEL) and has already organized nearly 300 projects worldwide.

### Co-operation partner – Smart Health Cluster

The Smart Health Cluster Association was established in February 2020 through the efforts of a statewide coalition. This coalition was able to bring together professionals and experts from various fields such as medicine, IT, education, program management, human resources, and consulting from major urban and university centers. The main goal is to identify, develop, and implement information technology solutions to rapidly optimize the Romanian healthcare system.

## Provisional\* programme for the business initiation: 7 – 11 October 2024

Date		Programme content
Monday, 7.10.24 Cluj-Napoca	Afternoon	<b>Technical visits for the German participants</b> <b>Business-Roundtable</b>
Tuesday, 8.10.24 Bucharest	Morning	<b>Conference and Networking Event:</b> <ul style="list-style-type: none"> <li>• Romanian and Moldovan experts</li> <li>• Presentation of the German industry</li> <li>• Presentations of the German companies</li> </ul>
	Afternoon	<b>Individually organised meetings with the German companies</b>
Wednesday, 9.10.24 Bucharest	Morning	<b>Individually organised meetings with the German companies</b>
	Afternoon	<b>Technical visits for the German participants</b>
Thursday, 10.10.24 Chisinau	Afternoon	<b>Technical visits for the German participants</b>
Friday, 11.10.24 Chisinau	Morning	<b>Individually organised meetings with the German companies</b>

\*Status: 13.05.2024. Individual programme changes are possible. The current status of the programme and the entire project can be found at: [germantech.org](http://germantech.org)

## Registration and contact

Has the business initiation process piqued your interest? Then contact the project manager, Ms Mihaela Nistorica, directly.

**Application deadline: 30 August 2024**

**SBS systems for business solutions GmbH**

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**Romania: Smart Health Cluster**

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## Costs

This business initiation event is financed by the German government and does not involve any costs for your company. Please register for the event in advance to secure your attendance.

All profiles can be found at <https://germantech.org/geschafsanbahnung-rumanien-moldau-2024-gesundheitswirtschaft/>, the portal of excellence and meeting place for German companies and international partners.

## Co-operation Partner



Smart Health Cluster

## Expert Partners



Mit der Durchführung dieses Projekts im Rahmen des Bundesförderprogramms Mittelstand Global/ Markterschließungsprogramm beauftragt:



Das Markterschließungsprogramm für kleine und mittlere Unternehmen ist ein Förderprogramm des:

