



# German Business Delegation Trip to Romania & Moldova - Healthcare industry

**Cluj-Napoca, Bucharest & Chisinau**  
**7th – 11th October 2024**

*Company Products and Services Catalogue*

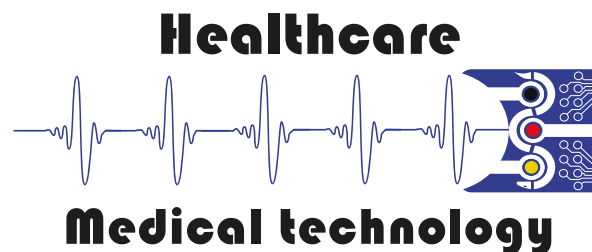
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# German Business Delegation Romania Moldova 7<sup>th</sup>-11<sup>th</sup> October



## German Companies

Angell Technology GmbH .....

EvoCare Holding AG .....

EXAMION GmbH .....

fluidmobile GmbH .....

SternMed GmbH .....

VmedD GmbH .....

Weiss Technik GmbH .....

As part of a business initiation trip to Romania and the Republic of Moldova, funded by the **German Federal Ministry for Economic Affairs and Climate Action (BMWK)**, a delegation of seven leading German producers in medical technology and e-health will visit Cluj-Napoca, Bucharest, and Chisinau in October 2024.

This visit aims to forge new collaborations and partnerships with Romanian and Moldovan counterparts, enhancing trade relations and showcasing the cutting-edge solutions of the German healthcare industry.

We warmly invite Romanian and Moldovan companies, industry professionals, and government officials to join us for a conference in Bucharest on October 8th, 2024, and a networking event in Chisinau on October 11th, 2024. These events offer a unique opportunity to gain insights into the German industry, meet the delegation, and explore potential areas of cooperation.

Additionally, we encourage you to participate in one-on-one B2B meetings with German companies in **Cluj-Napoca, Bucharest, and Chisinau from October 7th to 11th**. This is a fantastic chance to explore new business opportunities and identify synergies with German partners.

The project is organized by **SBS systems for business solutions** in collaboration with the Smart Health Cluster, under the auspices of the BMWK. For more details on the participating German companies and their interests, please refer to the company profiles provided on the following pages.

**Healthcare industry: focus on medical technology & e-health**



## Federal Ministry for Economic Affairs and Climate Action (BMWK)



**Stefanie Zenk**

*Deputy Director*

*HEALTH MADE IN GERMANY*

Dear Ladies and Gentlemen,

It is my great pleasure to welcome you to this delegation trip to Romania and Moldova.

SBS systems for business solutions, together with their partners, have laid the foundation for a successful delegation experience. This business delegation trip to Romania and Moldova is part of the **HEALTH MADE IN GERMANY** initiative and the **Foreign Market Entry Programme (MEP)**, both promotional measures by the Federal Ministry for Economic Affairs and Climate Action (BMWK). We provide all participants with a well-established platform for exchange and the formation of international business partnerships. The delegation is specifically aimed at German companies offering products and solutions in the health sector, particularly in the fields of medical technology and e-health, with the goal of expanding their business presence in the Romanian and Moldovan markets. The focus is on establishing concrete business connections with potential Romanian and Moldovan partners.

Germany is Europe's largest healthcare and life sciences market, making it the preferred choice for many international companies looking to expand their footprint. Medical technology "Made in Germany" is highly valued around the world. Approximately two-thirds of the revenue of companies with more than 20 employees is generated in international markets, thanks to Germany's unique medical technology clusters. Products "Made in Germany" enjoy an excellent global reputation for their outstanding quality, innovation, and design. This success is built on long-standing collaboration between various stakeholders in the field.

German companies in the health industry are known not only for their exceptional efficiency but also for their commitment to high quality standards, reliability, and sustainability. Over the past years, companies and institutions from Romania and Moldova have proven to be valuable partners. These are excellent conditions for successful collaboration.

For this reason, I wish all participants successful meetings, inspiring exchanges, and, above all, valuable insights.

Sincerely Yours,

**Stefanie Zenk**

## GHA-Foreword

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The GHA - German Health Alliance is pleased to participate in the upcoming delegation trip to Romania and Moldova. This visit presents an excellent opportunity to engage with key stakeholders and explore new avenues for cooperation in the healthcare sector.

The collaboration between Romania, Moldova, and Germany is essential for advancing healthcare and strengthening health systems. We are eager to contribute to these efforts and look forward to establishing new relationships that will help us achieve our shared goals in global health.

As one of the largest organizations in the health sector in Germany, the GHA - German Health Alliance consists of over 100 leading members from the private sector, industry, NGOs, civil society, foundations, science, and academia. The comprehensive expertise of our members, combined with a strong international focus, enables us to support systemic improvements in healthcare effectively.

We look forward to productive discussions and the opportunity to create new connections during this delegation trip.

Alexander Boxler  
*Deputy Managing Director*  
GHA – German Health Alliance



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## Summary

**Angell Technology is one of the leading manufacturers of Dynamic DR Systems with more than 20000 units installed worldwide.**



## Company profile

Angell Technology GmbH in Munich, Germany is the headquarter of Shenzhen Angell Technology Co., Ltd. in Europe. The company was established in April 2022 and it serves as the European Union Authorized Representative under the EU-MDR Law and the European Center for Sales and Customer Service for EU and EEA Market.

### OUR VISION:

At Angell Technology, we are driven by a vision of becoming the leading global brand in providing innovative and reliable medical solutions that improve the health and well-being of people and communities. We strive to deliver excellence in every aspect of our business, from research and development, to manufacturing and distribution to customer service and support.

### OUR MISSION:

We strongly believe that access to excellent healthcare is a right, not a luxury.

That is why Angell Technology is dedicated to provide solutions to the challenges and growing need of quality healthcare products and services into our society.

## Products / Services

Our Dynamic DR Systems:

- the Multifunctional Dynamic DR Table Systems
- the UC Arm Dynamic DR-Systems
- the Low-dose Mobile Digital Radiography Systems
- the Mobile C- Arm DR Systems
- the new and the world's first full body „weight-bearing“ 3D CBCT Scanner
- support all Dynamic DR Clinical Applications in public and private hospitals, in radiological centers or other institutions of medical imaging

## References and export activities

Export to 70+ countries: Africa, Asia, South America, Europe: Germany, Italy, France.

## Target group

Clinics and hospitals / Departments like  
Emergency Room: Fracture inspection, Check-up Centers:  
Pneumoconiosis, Lung cancer screening, Digestive Care,  
Hepatology, Gynecology, Urology, Pediatrics, Orthopedic.

## Competitive advantages

- Upgrading of an old conventional x-ray system to a digital DR-System
- Very competitive price
- Innovation-driver
- High quality products and services
- Global leader in Dynamic DR Technology
- Exceptional image quality
- Low radiation dose
- Inventor of the world's first full body "weight-bearing" 3D CBCT Scanner and the first AI-driven automatic measurement software in 3D

## Ideal business partners

- Distributors
- Service-Providers in medical business
- Sales Representatives



## Angell Technology GmbH

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Languages: English, German

## Project

German Business Delegation  
**Romania  
Moldova**  
7<sup>th</sup>-11<sup>th</sup> October



**Healthcare**  
Medical technology

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and Climate Action



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ENTRY PROGRAMME

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**SBS**  
systems for business solutions





# EvoCare.

## Summary

The company helps set up digital treatment rooms with EvoCare, offering diverse therapy content for personalized plans. Treatments are telemedical, documented, and monitored by therapists.



made in  
Germany

[www.telemedizin.de](http://www.telemedizin.de)

## Company profile

Digital solutions are transforming all sectors of the healthcare system, addressing a wide range of conditions from orthopedics to neurology, pulmonary diseases, and cardiac problems. By increasing the efficiency of medical services, these technologies help mitigate the shortage of skilled personnel, enabling healthcare professionals to deliver more care to patients.

## Products / Services

Digital treatment in all sectors of the health care system in all indications from orthopedic to Neurology, pulmonary disease, cardiac problems...

Reducing the shortage of skilled personell by scaling the amount of medical service one person can deliver to patients.

## References and export activities

Subsidiary in Austria, contracts with SVS, AUVA, BVAEB. Clinics involved are e. G. NRZ in Vienna or cardio-clinic in Bad Ischl.

In Japan contract with Tokio marine and University clinic in Tokio. In Germany contracts with 40 clinics.

## Target group

The business primarily operates in a B2B2C model, serving clinics, therapy centers, nursing homes, and physicians.

## Competitive advantages

Many years of experience, very experienced team, approval in Germany and Austria achieved through controlled medical studies that currently no other company has.

## Ideal business partners

Ideal partners include hospitals, rehab centers, and therapy centers, as well as strategic partners or investors who can help scale the business.

# EvoCare.

## EvoCare Holding AG

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Languages: English, German

## Project

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**Romania  
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7<sup>th</sup>-11<sup>th</sup> October



**Healthcare**



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**SBS**

systems for business solutions





# EXAMION®

X-Ray Systems · Digital Imaging · Service



## Summary

**EXAMION is your strong partner for all aspects of X-ray technology. X-ray technology 'Made in Germany' – Reliable, Durable, Cost-efficient!**



[www.examion.com](http://www.examion.com)



## Company profile

When it comes to digital X-ray in medicine, EXAMION has been a reliable partner for over 30 years. It offers an extensive portfolio of fully integrated X-ray systems and innovative retrofit solutions for digital X-ray. Its systems satisfy all requirements of modern medical practices, clinics, and hospitals.

EXAMION's universal software solutions allow for efficient generation of X-ray images and storage of all medical image data. Sophisticated EXAMION image processing delivers superior quality X-ray images. Its specifically certified and modular software X-AQS can handle the full workflow of image creation, image evaluation, and image archiving.

## Products / Services

Stationary digital X-ray systems – ceiling- or floor-mounted / U-arm/Z-arm systems / Mobile or portable X-ray systems / Retrofit solutions for modernizing X-ray systems / X-AQS imaging software for acquisition, archiving, viewing and more...

Our digital X-ray systems are characterized by an efficient and intuitive workflow, are durable and low-maintenance.

From fully automated systems to motorized, semi-automated and mechanical systems, we offer a wide range of digital X-ray systems for different purposes, applications and spaces. The EXAMION X-AQS software, the heart of all EXAMION X-ray solutions, manages and controls the systems – both the mechanical and the imaging part. It is modular and flexible at the same time.

Our local service partners are always optimally trained and are supported by EXAMION's international online support.

## References and export activities

EXAMION X-ray systems are used successfully in large numbers in Germany and around the world. They impress with their excellent price-performance ratio.

## Target group

Decision makers in public and private hospitals, radiological centers, other institutions in medical imaging.

## Competitive advantages

Our specially developed EXAMION X-AQS software is the "engine" of our X-ray systems. Thanks to its modular design, it can be integrated into any radiology environment. It impresses users with its intuitive operation and flexibility. It enables an efficient workflow and impresses with its excellent price-performance ratio.

## Ideal business partners

X-Ray specialists with experience in digital and analogous X-Ray, dealers, service providers and medical institutions.

# EXAMION®

X-Ray Systems · Digital Imaging · Service

## EXAMION GmbH

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Languages: English, German

## Project

German Business Delegation  
**Romania  
Moldova**  
7<sup>th</sup>-11<sup>th</sup> October



**Healthcare**  
Medical technology

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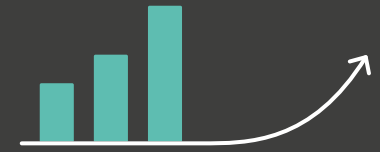


systems for business solutions

**SBS**

**germantech**  
systems .org

# Digital Health Platform Romania



## fluidmobile mHealth Suite

### Enabling Romania's Digital Health Platform

- ✓ High Regulatory Standards
  - MDR
  - Cyber Security
  - Data Privacy
- ✓ Automation in Technical Documentation
- ✓ Short Time to Market
- ✓ Scalability and Cost-Efficiency

### Kickstarting the Digital Health Platform

with  
Romanian Partners

### Building a Solid Foundation

transferring "Best of Breed"  
DTx/DiGA to Romania

### Expanding Romania's DTx Portfolio

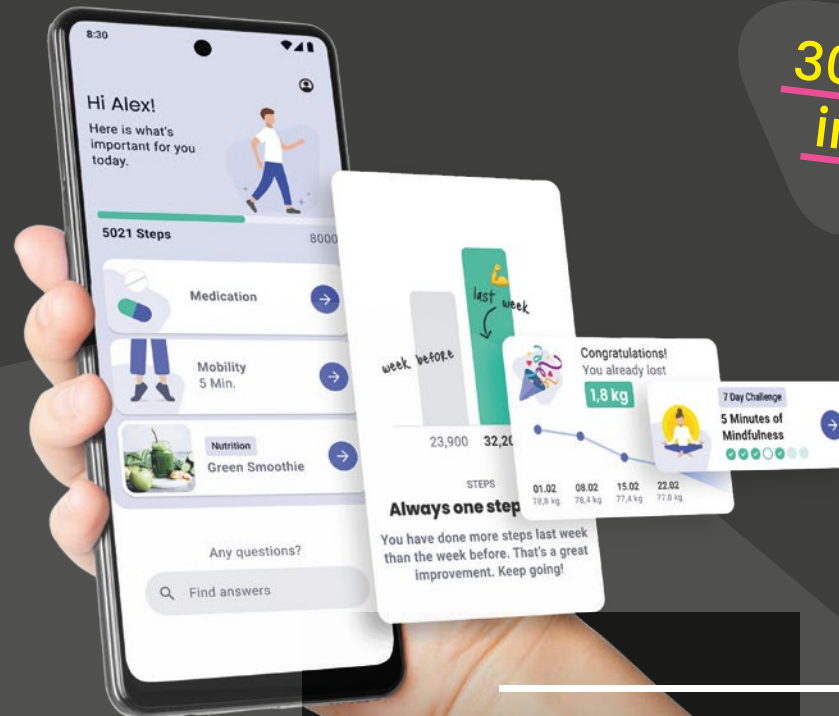
efficient, fast, and  
scalable

### Summary

fluidmobile GmbH digitizes therapies and homecare applications, making them CE-ready within eight weeks, including patient-centered access on a health platform.



made in  
Germany



**30 Products  
in 3 Years**

fluidmobile.de



## Company profile

fluidmobile GmbH has successfully eliminated a major innovation blocker in digital healthcare. In response to rising costs and lengthy project durations for regulatory-compliant therapy products, it developed the mHealth Suite, a patient-centered health platform for digital therapy and homecare. This platform standardizes application concepts, facilitating patient access.

For pharmaceutical and medical technology companies, the mHealth Suite enables the scalable digitization of therapies into market-ready digital products. Within eight weeks, a digital therapeutic can be developed to be CE-ready, available, and operational. Quality is ensured through adherence to high European medical device standards and compliance with German data protection and security requirements for DiGAs.

## Products / Services

mHealth Suite by fluidmobile

Patient-Centered Health Platform for Digital Therapies

- Country-specific platform
- Based on DiGA system best practices from Germany
- Transfer of effective digital therapies for prioritized morbidities
- Expanding range via digitization of market-dependent therapies and homecare (Digital Health/After Care/Blended Care)
- User-friendly due to consistent usability
- Optional marketplace for country-specific third-party providers

Digitization of Therapies and Medical Homecare Applications

- CE-ready digital product in eight weeks
- Includes development, maintenance, hosting per ISO 27001
- B2B white-label solution, individually configurable
- Modular, indication-agnostic software technology
- Compliance with MDR and GDPR
- High standards for DiGAs in Germany
- Scalability: horizontal (many different products) and vertical (rapid development and market adaptation)

## References and export activities

With four years of expertise in client commissions, fluidmobile GmbH has successfully developed and internationally scaled complex medical products. The company has been involved in six indication-specific therapy applications as DiGA or DTx.

## Target group

State health institutions, insurance companies, and hospitals as well as all therapy and homecare providers from Pharma and MedTech interested in digitizing health offerings with indication-specific mHealth products and Digital Therapeutics (DTx), in accordance with high European medical device standards and availability of offerings on a country-specific platform.

## Competitive advantages

Patient-centered health platform for digital therapeutics, with app selection for country-specific morbidities based on the best practices of Digital Health Applications (DiGA) in Germany, and the offering to Pharma and MedTech companies on-site for the digitization and scaling of their therapy and homecare offerings on the platform in a short time and MDR-compliant. Optional marketplace for third-party providers.

## Ideal business partners

fluidmobile GmbH solves problems related to the challenges of digitizing health offerings with indication-specific mHealth/DTx apps (DTx: Digital Therapeutics). Its platform benefits state health institutions, insurance companies, and hospitals, as well as all therapy and homecare providers in Pharma and MedTech who wish to quickly and MDR-compliantly convert their existing therapy concepts into digital products.



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Languages: English, German

## Project

German Business Delegation  
**Romania  
Moldova**  
7<sup>th</sup>-11<sup>th</sup> October



**Healthcare**  
Medical technology

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FOREIGN MARKET  
ENTRY PROGRAMME

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**SBS**  
systems for business solutions



# STERNMED®

# ENDOMED SYSTEMS



## Summary

Medical Device manufacturer from South Germany.



[www.sternmed.de](http://www.sternmed.de)  
[www.endomed.com](http://www.endomed.com)



## Company profile

SternMed GmbH is a medical device manufacturer and solution provider for healthcare turnkey projects, with head office in Baden-Württemberg. The company was established in 2011, with the idea of manufacturing affordable and durable medical devices with German quality standards to enhance healthcare globally.

Furthermore, we have a sister company called EndoMed Systems that is a manufacturer with focus on flexible and rigid endoscopy devices.

## Products / Services

Our SternMed products are:

- Diagnostic Imaging (MRI, CT, Fluoroscopy, Radiography, Mobile C-arm, Mammography, Ultrasound)
- OR Solutions (Lighting Systems, Surgery Tables, Anesthesia Unit, ESU)
- Patient Care (Patient Monitors, Medical Pumps, Ventilator).

Our EndoMed products are:

- Rigid Endoscopy in 4 fields: Laparoscopy, Arthroscopy, Cystoscopy and Hysteroscopy
- Flexible Endoscopy in 3 fields: Gastroscopy, Colonoscopy and Nasopharyngoscopy
- Other devices, Equipment and Instruments

It is our policy to enter the market with trustworthy distributors. We provide them with sales- and technical trainings so we can guarantee the best possible after-sales service and thus a smooth procedure from sale to installation to maintenance and customer satisfaction.

## References and export activities

SternMed and EndoMed Systems have established partnerships with medical institutions and healthcare providers across the globe.

Our global presence enables us to address the unique needs and challenges of diverse healthcare environments.

For more information, please visit our website.

## Target group

Due to our big portfolio our target groups vary. Depending on their needs our devices can be provided individually or as a turnkey solution to hospitals, smaller community clinics, outpatient centers, ambulatory surgical centers or mobile medical units.

Worldwide, we have collaborated with public and private institutions on the B2B and mainly via our esteemed distributors on the B2C level.

## Competitive advantages

Modular Medical Devices:

- Allow for customization based on healthcare settings.
- Offer the ability to scale up or down based on the changing needs of healthcare facilities
- Allow for easy integration of new technologies and upgrades without replacing the entire device
- Can be serviced or replaced independently to minimize downtime

## Ideal business partners

- Have established their company at least 5 years ago and have experience and knowledge of the local market, the network and the medical / endoscopic devices
- Have a financial turnover that allows them to invest in demo-unit and necessary tools to properly launch our products
- Have enough sales and technical personal for demonstration / promotion and installation, maintenance and after-sales-service of our devices

# STERNMED®

## Sternmed GmbH

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Languages: English, German

## Project

German Business Delegation  
**Romania  
Moldova**  
7<sup>th</sup>-11<sup>th</sup> October



**Healthcare**  
Medical technology

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## VmedD Care Monitor

### Summary

Innovative sensor solution for contactless health monitoring from a distance.



made in  
Germany

[www.vmedd.de](http://www.vmedd.de)

## Company profile

The company develops and manufactures innovative sensor solutions for medical applications with a focus on the non-contact measurement of vital signs from a distance (respiratory rate, heart rate, temperature) and movement. This opens up a wide range of applications in hospitals, nursing homes and assisted living.

We enable continuous health monitoring, fall detection and detection of acute health problems.

The aim is to ensure a higher quality of care and at the same time reduce costs by enabling our customer to optimize the use of highly qualified personnel.

## Products / Services

The Care Monitor uses radar technology to remotely monitor movements, detecting falls and the presence or absence of patients without requiring their interaction or restricting mobility. Unlike systems that rely on wearables or cameras, it preserves patient privacy. Installed on the wall in the bedside area, the sensor covers up to 5 x 5 meters and integrates seamlessly into the facility's network, enabling direct alerts to care staff via the local call system. Future developments will include contactless measurement of vital signs, such as heart rate and respiration.

Key advantages:

- Ideal for dementia patients and individuals with disabilities due to its fully autonomous operation
- Reduces the workload on caregiving staff
- Allows for the targeted deployment of qualified personnel

## References and export activities

Installations at various nursing homes in Germany: Diakonie, Arbeiter Samariter Bund, Volkssolidarität and others.

## Target group

- Nursing homes
- Hospitals
- Care organizations for Consumers

## Competitive advantages

- Health Monitoring / Remote / Non-Contact
- Works from a distance without wearables
- Enables Situation Awareness
- The Right Help
- At the Right Time
- And Right location

## Ideal business partners

- Sales & Distribution
- OEM partners (e.g. nurse call systems)



## VmedD GmbH

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## Project

German Business Delegation  
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**Healthcare**  
Medical technology

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**SBS**  
systems for business solutions



# Clean Air Systems in Operating Theatres

## Vindur® ULA/FFA



### Summary

Leading providers of professional clean room and energy-saving climate solutions.





## Company profile

Weiss Klimatechnik specialises in the development and manufacture of high-quality air conditioning and clean air systems. With an extensive product portfolio ranging from data center cooling, hygienic air conditioning for hospitals as well as clean and measurement room air conditioning, we offer tailor-made solutions for a wide range of applications for people and products, including in the pharmaceutical, medical technology, automotive and semiconductor industries. With a worldwide service network, we guarantee reliable support around the clock, 365 days a year. The expertise in planning and system technology makes it possible to design and implement individual air conditioning solutions, from consulting to implementation to daily practice. In doing so, we make sure to reduce energy consumption and save operating costs.

## Products / Services

With its products and services, the company addresses challenges in the fields of air conditioning, clean room, and ventilation technology. It offers maximum customer benefit through technological expertise and a comprehensive range of systems.

Its clean air solutions for hospitals include:

- Recirculating air ceilings (ULA) are fully integrated into the false ceiling and are also suitable for the renovation of existing facilities
- Filter area ceilings (FFA) are often the best solution when the air handling units are located in an adjacent room
- Wall-mounted recirculation modules (UWM) are especially suitable for use in operating theatres with insufficient space for ceiling-mounted recirculation modules

## References and export activities

The company is a global entity focused on markets in Europe and Asia. Weissttechnik develops its business through subsidiaries or local partners with extensive experience in the design, construction, or refurbishment of operating theatres in hospitals.

## Target group

The company's target group includes designers, distributors, and hospitals interested in tailor-made solutions for their projects. This focus is on energy savings, quality, and reliability, with a need for professional support in the design of air conditioning units for operating theatres.

## Competitive advantages

- Optimum energy consumption
- Reduction of duct cross-sections coming from the A/C unit
- Air volume adjustment possible independently of the air handling unit and duct system
- Mixing of room and supply air in the recirculation module, i.e. outside the ceiling corpus, and thus no temperature differences
- For refurbishment of existing systems

## Ideal business partners

Distributors, Integrators, Designers, Local hospitals

**weisstechnik®**  
a schunk company

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Languages: English, German

## Project

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**Healthcare**  
Medical technology

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systems for business solutions

**SBS**

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## SBS systems for business solutions

SBS systems for business solutions is a leading consulting firm specializing in company internationalization. Our offices are staffed with multilingual professionals who excel in navigating intercultural environments. Since 1999, we have been dedicated to developing, planning, and executing customized internationalization strategies for German SMEs, guiding them through global export initiatives.

Our expertise extends to the Italian and German-speaking markets, where we support small and medium-sized companies in both Germany and Italy with their product and service distribution.

Since 2006, SBS has managed export promotion projects for the German Federal Ministry for Economic Affairs and Climate Action (BMWK), and since 2015, for the German Federal Ministry of Food and Agriculture (BMEL). We have successfully organized nearly 200 projects worldwide.



Smart Health Cluster

## Smart Health Cluster

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.

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 **LinkedIn**



# Business success through cross-culture thinking



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[www.bmwk.de](http://www.bmwk.de)

[sbsbusiness.eu](http://sbsbusiness.eu)

[www.germantech.org](http://www.germantech.org)

