

Mark-Tech International LLC

International Market & Business Development: Results....not reports

You run your own company and are the master of your operations and managing the bottom line.

Mark-Tech International can help you develop your revenues and manage your top line.

We have expertise in new market investigations and expansion; export development; import process & development; company introductions to key buyers, partners, suppliers; sales channel development; strategic alliances; joint-ventures; licensing and partnerships.

We can help you:

1. Understand who will buy, why & how
2. Grow your revenue
3. Increase your enterprise value
4. Create differentiation strategy
5. Create strategic assets
6. Map global market opportunities
7. Develop repeatable, scalable processes
8. Create your revenue growth culture

We have experience with:

MedTech, Medical Devices, Medical imaging, PACS systems, Pharmaceuticals, Molecular Genomics, Pharmaceutical Development, Biomaterials, Orthopedic Devices, Nutraceuticals, Functional Foods, Over the Counter Pharmaceuticals.

The business partners in Mark-Tech International both have over 30 years of international business experience and have consulted for and represented a variety of medical technology, medical device and pharmaceutical companies and two medical science parks in Finland: Medipolis in Oulu and Teknia in Kuopio Finland. We represented these organizations in the US and in Europe, including collaborations with such organizations as the University of Minnesota, the University of Kuopio, and the Mayo Clinic.

Case: European Market Introductions for a US based Medical Device company. The company is rapidly expanding in the US and had also targeted Europe for additional growth.

Phase 1: We provided an in-depth analysis of the market conditions, how to introduce a new medical device, and how to get reimbursement for the surgery & device in 4 European markets: Sweden, Denmark, Belgium and the Netherlands. This work also includes developing a database of surgeons and hospitals, and finding potential medical device distributors.

Phase 2: We contacted Key Opinion Leaders (KOL) doctors, hospitals and healthcare organizations to introduce the company and its products, get approval for local trials, and start the process for sales and reimbursement of the surgery and device with local authorities and sales and distribution channels.