

Case Study

Medical Equipment Producer Presents Products in Russia



A Chinese manufacturer of medical equipment considered entering the Russian market. With their reliable, cost efficient equipment, they saw a lot of opportunity. If the potential of the market was proven and a local production partner could be found, localization of their production would give them access to massive government purchasing and innovation programs.

Starting Situation

As a first step into the Russian market, the company decided to take part in the Health Care exhibition in Moscow. It is one of the biggest medical trade fairs in Eastern Europe.

In addition to showing their machinery, the company wished to set meetings with a range of local manufacturers to discuss localization of their equipment in the Russian market.

Solution

In addition to arranging temporary import clearance of the medical equipment, organizing preparation and local production of marketing materials, and attracting competent Russian specialists to support the Chinese management at the exhibition, we assisted the manufacturer in finding and meeting potential joint venture partners for localized production.

We also arranged meetings with the biggest medical equipment distributors in order to facilitate a quick market entry.

Conclusion

Hellmann facilitated a smooth exhibition in which potential distributors and production partners were professionally introduced to the product range and possibilities of the manufacturer.

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