

A French sales agency specialised in the healthcare industry seeks manufacturers of medical devices and equipment for commercial agency/distribution agreements for France and the MEA markets.

Summary

Profile type	Company's country	POD reference
Business request	France	BRFR20221124012
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
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General Information

Short summary

A French sales agency specialised in the promotion and distribution of innovative medical devices would like to establish a commercial agency/distribution agreement with manufacturers in the medical, healthcare, or pharmaceutical industry, interested to expand their activities in France and in the Middle East & Africa (MEA) region. Other related industries like ecology will also be considered.

Full description

The French well-established sales agency is dedicated to supporting and improving the healthcare sector. It has the know-how, commercial capabilities as well as a solid knowledge of regulations and business practices to generate value and substantial sales growth. It already represents leading EU and US medical manufacturers in France and in the Middle East & Africa (MEA).

The French sales agency has an efficient sales structure to promote and regionally distribute the partner's products in France and in the MEA markets. It is fully dedicated to develop and manage direct as well as indirect sales channels for the suppliers.

The French sales agency operates and conducts business fully complying with international standards and business ethics. It helps its suppliers create sustainable value from their medical products and expand their commercial footprint.

In addition to the broad functional coverage, the French company works closely with the following medtech sectors: diagnostics, wound care, skin diseases, hospital furniture, consumables, educational equipment, dental, urology, surgical, robotics, orthopedics, radiology/imaging, gynecology...

The French sales agency would like to expand its portfolio in different fields : medical, pharmaceutical, healthcare, ecology... Other related industries will also be considered.

The French sales agency seeks a commercial agency/distribution agreement with manufacturers in the medical, healthcare, or pharmaceutical industry, interested to expand their activities in France and in the Middle East & Africa (MEA) region.

Advantages and innovations

The French sales agency has more than 25 years of extensive international experience in the healthcare industry as an international business developer to generate strong value and substantial sales growth.

The French company benefits from a very good knowledge of the regulations, medical trends and business practices. It also owns a strong network with Key Opinion Leaders which is crucial to success.

Its expertise lies in medical literacy, cross-cultural literacy, sales-driven distribution and functional experience in innovative sectors such as healthcare and ecology.

Its business approach is designed to save costs, reduce risk, foster long-term relationships, and accomplish a recurrent business for all parties.

Technical specification or expertise sought

The French sales agency is looking for innovations that emphasize health, ecology and which contribute to the global environment with innovative materials and sources.

Materials 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...

But the French company will evaluate potential distribution opportunities in other categories.

The partner should get all certifications required : CE-marking, ISO...

The partner will provide all operations capacities i.e marketing, communication and logistic support, technical and commercial documentation, clinical and technical studies, training and will be referenced by the healthcare industry in its country and abroad.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

The French sales agency offers to become a commercial agent or a regional distributor for manufacturers with innovative products interested in expanding their markets in France and in the MEA markets.

The French company stands with medical manufacturers who aim to be at the forefront with strategic and focused

plans for the French and the MEA markets.

The French company works in full transparency and in regular consultation and close collaboration with all functional departments of the suppliers.

Different modalities for cooperation could be negotiated: monthly retainer, sales commission, remuneration package...But the commercial and/or distribution agreement will be evaluated on a project by project basis depending on the classification of the products.

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.

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**
- **SME <=10**
- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

- **06001013 - Medical Technology / Biomedical Engineering**
- **006001012 - Electromedical and Medical Equipment**
- **06001023 - Medical Furniture**
- **006001002 - Care and Health Services**

Targeted countries

- **World**

Market keywords

- **05004005 - Diagnostic equipment**
- **05004001 - Electromedical and medical equipment**
- **05004006 - Surgical instrumentation and equipment**
- **05007005 - Hospital and other institutional management**
- **05004004 - Medical instruments**

Sector groups involved

- **Health**