

SME-Instrument

Business support and acceleration services

at the

Medica

Düsseldorf, 13th & 14th November 2017

As part of the SME Instrument business acceleration services, EASME, EurA and CatCap are inviting you to Medica in Düsseldorf.

Event info

MEDICA is the world's largest event for the medical sector. In 2016, it attracted more than 5.100 exhibitors from 70 countries in 17 halls. Furthermore, each year, leading individuals from the fields of business, research, and politics grace this top-class event with their presence — naturally alongside tens of thousands of national and international experts and decision-makers from the sector, such as yourself.

Opportunities for SME Instrument Companies

- Privileged access to world-leading companies and investors with the opportunity to develop strategic partnerships along with increased visibility and an enhanced reputation.
- Pre-set business meetings with relevant business counterparts based on your company profile.
- Pitching session in front of world class leaders and investors.
- Support before, during and after the event.

Who can apply?

Phase 1 and Phase 2 SME Instrument companies, with a signed Grant Agreement, with a solid international business strategy and seriously committed to participating in the event.

Participation is by invitation only. As the event focuses on medical technology, pharmaceuticals, medical research, healthcare equipment and services, only companies targeting these specific sectors will be considered.

Any doubts about your eligibility or the selection process please contact our helpdesk contact@phase3-services.eu



Services Provided

- **Networking Event – 13th November**

On the 13th of November you are invited to attend a networking event. Meet and exchange with fellow SME Instrument companies and network with representatives from corporates and investors. More information on the location will be sent with the official invitation.

- **Brokerage Event – 14th November 10:00-18:00**

Meet with Corporates, Investors and other Industry leaders attending Medica. The Brokerage Event (B.E.) is organized in cooperation with the Enterprise Europe Network. Participants are offered pre-arranged bilateral meetings for discussion of collaborations and business opportunities. The added value that the Business support and acceleration services bring to this B.E. is access to specifically invited Corporates and Investors.

- **eHealth Venture Summit – 14th November 11:00-15:00**

The eHealth Venture Summit at MEDICA (14th of November 2017) brings together key firms and investors from the pharmaceutical, communication, insurance, medtech and hospital industry with state of the art SMEs. **8** SME Instrument companies will have the possibility to pitch their ideas and projects in front of a world-renowned jury.

Selection Criteria

- MEDICA relevance for Company's product or service (based on answers in application form)
- Expected synergies/outcomes (based on answers in application form)
- Commitment (based on answers in application form)

Additional information

The event is free of charge and will be held in English. Additional costs, such as entrance fees to Medica, travelling and accommodation are not included. However, these might be covered as dissemination activities under the SME Instrument Phase 2 - grant agreement, if it is still on-going at the day of the event. Please check with your Project Officer or Key Account Manager.

How to apply

You can apply by clicking on the following link. [Apply here](#)

Deadline for applications: 22nd of September 2017.

After logging in with your EU-Login, please fill in the respective form:

Should you be selected for this event, you will be notified. We expect you to follow up on this, within 7 days of the notification.

Cancellation policy

Cancellations will only be considered in duly documented cases of "force majeure". In case of doubts, please contact our helpdesk contact@phase3-services.eu

Finally, while you know the SME Instrument well, let us take the opportunity to introduce ourselves to you.

EurA is a technology and innovation consultancy operating throughout Europe. Our clients numbering over 1000 small and medium sized enterprises, descend from a wide range of industries, like automotive, machine and plant manufacturing, aviation and aerospace, industrial automation, food and beverages, pharmaceuticals, IT, nano and biotechnology, medical and healthcare sectors as well as sensor technologies. For more information on EurA please visit www.eura-ag.de.

CatCap is a growing and internationally successful M&A consulting company. Our customers are innovative leaders in European small and medium-sized companies, investment funds and globally active corporates, which we advise extensively in all aspects of a company transaction, whether in the sale or acquisition of participations. CatCap is an integral part of Globalscope, a global partnership of 52 M&A consulting houses in 43 countries. CatCap is an independent and partner-led company, with currently 28 employees in Hamburg and Munich. For more information on CatCap and Globalscope, please visit www.catcap.com and www.globalscopepartners.com.

In a consortium with four other specialist companies, EurA and CatCap were recently awarded the SMEI's European tender to provide the full range of Phase 3 services and activities. EurA's role in the consortium is to network SME Instrument companies to large corporates, whereas CatCap's role in the consortium is to help create systems of access — gateways — between suitable investors and the SME Instrument companies. We will facilitate this access through a matching platform and through networking events such as this Medica event.

Sincerely,
EurA AG

CatCap GmbH

Dr. Harald Eifert
Member of the Board

Caspar Graf Stauffenberg
Managing Partner

Selected Consortium members supporting the development of business services for the Horizon 2020 SME Instrument.

