



Medical gas supply technologies made in Greece brought to Korea by G. Samaras



[G. SAMARAS](#) [1] is an international medical gas systems company headquartered in Thessaloniki, Greece. G. SAMARAS has been active in the medical gas field since 1968 and has a vast portfolio of products and services using medical gas equipment.

In March 2017, the company joined the EU Gateway | Business Avenues mission for [Healthcare & Medical Technologies](#) [2] companies to Korea, where participants had the opportunity to visit the [Korea International Medical & Hospital Equipment Show](#) [3] (KIMES), discover regional healthcare trends and make business partners among local companies.

Thanks in part to its long-standing success in Greece and abroad, the company has managed to conduct export activities and **build a broad network**, which the EU Gateway | Business Avenues programme has helped to enlarge.

G. SAMARAS, represented by Mr Menelaos Samaras in Korea, introduced various products to Korean companies at the EU-funded exhibition, notably the Oxygen Generators, the Medical Gas Systems Alarm Panels, and the Ceiling Pendant Arms. The products on display wowed the local audience and drew in massive interest from potential customers.



“We met a large number of interesting and potential clients during the business mission, who definitely could constitute our company’s key to the Korean market.” - Menelaos Samaras, Director, G. SAMARAS S.A. (Greece)

The business mission opened doors to the Korean market for G. SAMARAS. It has enabled the Greek company to **be more informed and prepared when it comes to doing business in Korea**. Furthermore, thanks to the mission, the company managed to lay the foundations of new partnerships with Korean counterparts.

Many Korean companies were drawn to the novelty of G. SAMARAS’ products and services and expressed their willingness to cooperate with the Greek company in the near future.

“We recognize that Korea constitutes a difficult and protected market for external companies to approach. We strongly believe that by participating to the EU Gateway | Business Avenues mission to Korea, we have managed to overcome those obstacles.” - Menelaos Samaras, Director, G. SAMARAS, (Greece)

In Korea, G. SAMARAS identified a significant opportunity to supply raw materials. Owing to the **promising new contacts acquired during the business mission**, the company now has a fantastic opportunity to initiate long-term business collaborations in the region.



“In only 3 days not only did we manage to hold targeted meetings and meet very interesting potential new clients, but also saved time and resources.” – Menelaos Samaras, Director, G. SAMARAS (Greece)

The EU Gateway | Business Avenues mission facilitated the process of making connections with actors on the Korean market.

Encouraged by its initial success, G. SAMARAS went on to join the Healthcare & Medical Technologies business mission in Thailand & Singapore in September 2017, where it met equal interest and success.

There are more opportunities awaiting for European companies in the [Healthcare & Medical Technologies](#) [2] sector. G. Samaras success story could be yours as well.

Check missions that are open for application in [our calendar](#) [4] now.



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Links

[1] <http://www.gsamaras.gr/>

[2] <https://www.eu-gateway.eu/node/25>

[3] <http://www.kimes.kr/eng/>

[4] <https://www.eu-gateway.eu/business-missions/missions-calendar>