



ATMOS brings outstanding innovations for the healthcare industry to Korea



Healthcare & Medical Technologies is a rapidly growing sector in Korea, with a health expenditure accounting for [6.9% of the country's total GDP](#) [1].

It is a promising market for European companies, which could supply **higher quality, innovative medical equipment and services**.

EU Gateway | Business Avenues organizes business missions to Korea for European companies providing Healthcare & Medical Technologies.

During the [mission week in March 2018](#) [2], participant companies had the opportunity to visit the [Korea International Medical & Hospital Equipment Show](#) [3] (KIMES), discover local trends in the healthcare industry, and make business connections.

Among these, [ATMOS](#) [4], a German company providing innovative suction and drainage technology for the OR and care sector and complete workplace solutions in the ENT and gynaecology sectors.



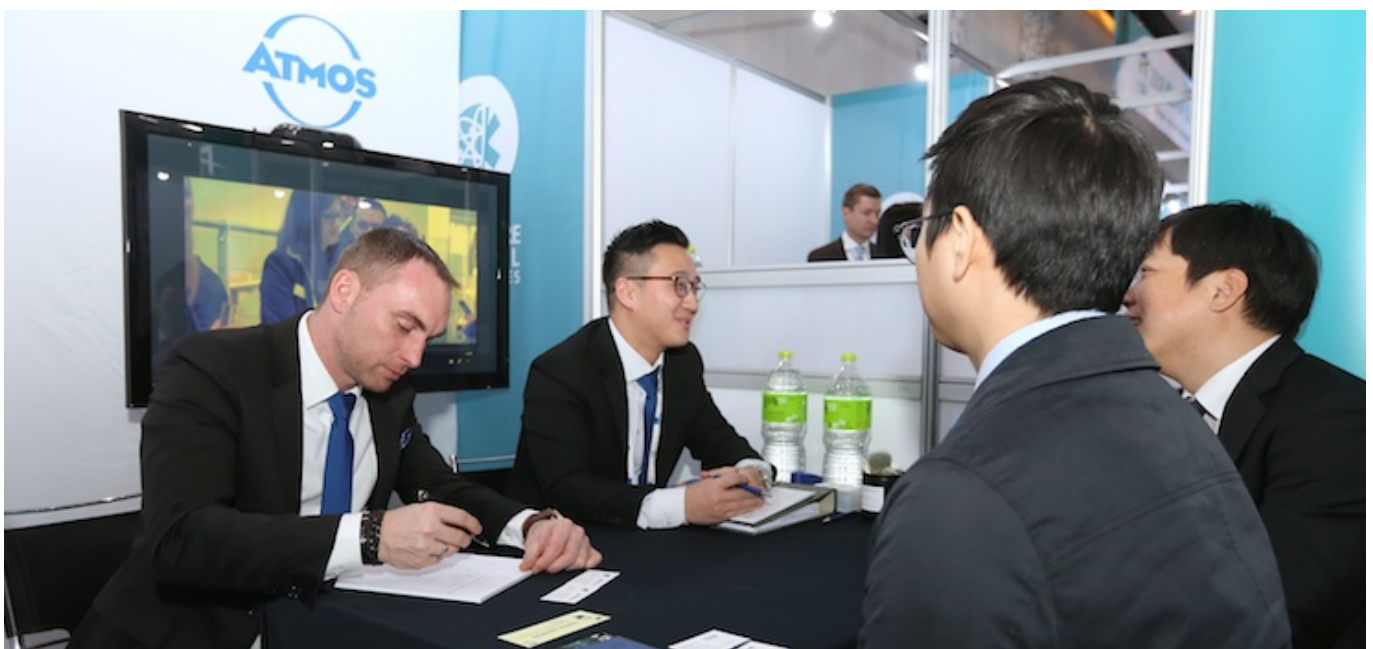
The company is selling its solutions for medical suction and workflow optimization to over 80 countries and has partnerships in more than 130 countries.

Founded in 1888, the company now employs 280 people at its headquarters in Lenzkirch and distributes products worldwide through more than 70 national representatives.

ATMOS' products are not only affordable, but they reduce operational processes significantly, thus lowering treatment costs altogether. Standout products during the mission were the ENT SI (system integration) and the surgical suction units, which allow doctors to focus solely on the patients and provide the best care.

The medical market in Korea is in need of sophisticated, high-tech medical devices, making it a promising opportunity for the German provider.

Besides increased visibility for its products, the company also benefited from **one-to-one coaching, business matchmaking, and guidance regarding Korean regulations** in the sector.



EU Gateway | Business Avenues is approaching potential partners, pre-selecting interested companies and scheduling meetings for us. - Mr Maik Greiser, CEO, ATMOS (Germany)

With EU support, ATMOS has been able to establish **key potential partnerships in Korea** throughout the years.

During the 2018 mission, the company's representatives stroke a momentous deal with a partner in Seoul.

In upcoming months, the company intends to **build up its brand with the local group** and further consolidate its presence on the market. It will also continue to strengthen the bonds established with prospects through regular conference calls and on-site meetings.

The company praises EU Gateway | Business Avenues for the **stellar organisation of the mission** and the amount of business opportunities generated by it.

EU Gateway | Business Avenues is perfectly arranged and organised upfront. This is really different from other events where you just set up a booth yourself and don't know who is going to get into your booth. - Mr Maik Greiser, CEO, ATMOS (Germany)

Business missions are an invaluable opportunity for European companies to **enter challenging markets, acquire new customers and form long-lasting partnerships**. ATMOS managed to do all these and more.

Interested in other **opportunities for Healthcare & Medical Technologies companies from Europe?**

Applications are still open for coming missions to Asia. [Check our calendar](#) [5] for more information.



More info on eu-gateway.eu

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Links

[1] <https://www.slideshare.net/eugateway/healthcare-medical-technologies-in-korea-78762923>

[2] <https://www.eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-korea-0>

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

[4] <http://www.atmosmedical.com/>

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