



## EB Neuro met new partner during business mission to Korea



In March 2017, [EB Neuro](#) [1] embarked alongside leading European companies in Healthcare & Medical Technologies on an [EU Gateway | Business Avenues mission to Korea](#) [2]. The EU-funded mission included a dedicated exhibition to showcase European advanced technologies to Korean buyers and a visit to the [Korea International Medical & Hospital Equipment Show](#) [3] (KIMES). The opportunity brought with itself countless prospects to **discover local trends in the medical and healthcare industry and make new business contacts.**

EB Neuro, an Italian company from Florence, was a standout throughout the week. Established in 1997, EB Neuro has become one of the world leaders in development and manufacture of dedicated amplifiers for bioelectric signal acquisitions. The company impressed in Korea with its complete solution for the neurology department, including hardware components, software and dedicated accessories.



*“The key point of our product basket is the completeness of the line, the long experience over the field and the possibility of providing custom tailored solutions.” – Mr. Edoardo Dal Pra, Area Sales Manager, EB Neuro (Italy)*

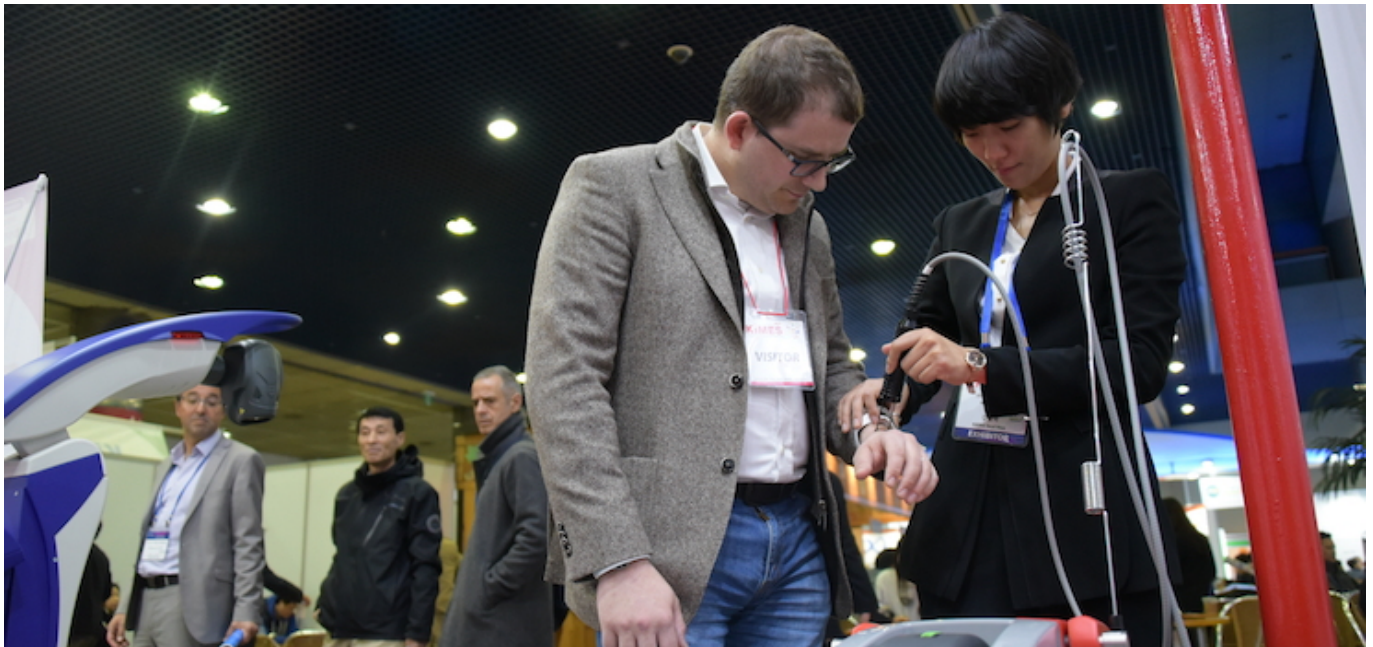
Edoardo Dal Pra, Area Sales Manager for the company, had pre-arranged meetings with both **end users** and **dealership partners** in Seoul. Thanks to comprehensive promotional campaign in Korea led by the EU Gateway | Business Avenues team, **EB Neuro met high-level local companies** that were highly relevant for its field of business. **One of the prospects** made during the mission **turned into a long-term partnership, and EB Neuro was able to recently sign an agreement** for the exclusive distribution of the company’s products on the Korean market with local company K-Med. The new contract makes EB Neuro excited about the **further expansion on the Korean market.**



*“Thanks to EU Gateway | Business Avenues I met several interesting people, both end users and dealers, and EB Neuro signed an agreement for the exclusive distribution of its products over the*

*Korean market.” - Mr. Edoardo Dal Pra, Area Sales Manager, EB Neuro (Italy)*

During the mission, EB Neuro had both **ad-hoc and pre-scheduled business meetings** at its booth and around the meeting areas at the exhibition. The quantity of the meetings scheduled was certainly impressive, but what really made a difference for EB Neuro was the quality of its interlocutors.



*“We appreciate the fact that we were able to schedule meetings in advance: in one day we had about 20 and we met many real potential customers.” - Mr. Edoardo Dal Pra, Area Sales Manager, EB Neuro (Italy)*

Given the successful turnout and the new partnership signed, EB Neuro is looking to further consolidate its presence in the region and has applied again to business missions to Asia.

*The quality of our meetings has been amazing, because the team helped select the companies. People who came to our booth were informed about our company and what we are offering, so the mission has been very profitable. - Mr. Edoardo Dal Pra, Area Sales Manager, EB Neuro (Italy)*

**Have what it takes to expand to Korea? A new business mission is waiting for your [application here](#) [4]!**



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**Links**

[1] <http://www.ebneuro.biz/en/>

[2] <http://www.eu-gateway.eu/news/springboard-korea-eu-companies-active-healthcare-medical-technologies>

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

[4] <http://eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-korea-1>