



LifeSense Group's award-winning health wearables, market-ready in Asia



The EU Gateway | Business Avenues mission to Singapore and Manila was a success for [LifeSense Group](#) [1], a Dutch technology development company that designs and creates applications for medical, health and wellbeing.

Last month, the company was handpicked, along with other European advanced health companies, for the [Healthcare & Medical Technologies](#) [2] business mission to South East Asia funded by the EU.

During the mission week, the company had the opportunity to attend and exhibit at Medical Fair Asia 2018, at Marina Bay Sands in Singapore. In the Philippines, it met prospective business partners and showcased its technology to interested local companies.

LifeSense Group had multiple successes, thanks to **being introduced to the right contacts by the EU Gateway | Business Avenues team.**



On 29 August, during the business mission days, the company **signed a research partnership** with a local organization, the [National University Hospital](#) [3]. The contact had been established during last year's edition of the business mission, from an introduction made by the EU Gateway | Business Avenues team.

The new partnership gives LifeSense Group a chance to put its wearable health products and technologies up for an assessment study.

[Carin](#) [4], a smart underwear system designed for women suffering from incontinence, has now been approved by the Health Science Authority in Singapore and is ready to meet increasing local demand.

The company's successes didn't go unnoticed on the local scene. Thanks to efforts from the EU Gateway | Business Avenues team, LifeSense Group was **featured in local media**, including the TV News Asia Channel.

And there's more to LifeSense Group's success.



Thanks to great new business introductions from the EU Gateway team, we quickly established a large new distributor contract. – Valer Pop, CEO LifeSense Group (The Netherlands)

On 17 September, less than two weeks after the mission, LifeSense Group turned a new contact into a **signed distributorship agreement** with [Servicom Medical](#) [5], a major distributor of medical equipment for several Asian markets: Singapore, Malaysia, Vietnam and Indonesia.

Such rapid developments are unprecedented for the company.



This is the fastest contract I have signed in my 20-year business career: under two weeks from introduction to signing ceremony. – Valer Pop, CEO LifeSense Group (The Netherlands)

The partnership with Servicom means that LifeSense Group's products are now market-ready.

Things are moving fast and there's no slowing down for the company in South East Asia, thanks to their participation in the EU Gateway | Business Avenues mission.

With no prior presence on the local markets, LifeSense Group managed to sign two contracts in a short period of time and has multiple collaborations underway that are advancing favorably and at a rapid pace.

Following the mission, the new developments are leading the company to look into expanding its workforce in Europe, to meet new growth demand.

Does your company have what it takes to expand to South East Asia? LifeSense Group's success story could be yours as well.

Check out [upcoming EU Gateway | Business Avenues openings](#) [6] in Healthcare & Medical technologies and apply online today!



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Links

[1] <https://www.lifesense-group.com/>

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

[3] <https://www.nuh.com.sg/>

[4] <https://carinwear.com/>

[5] <http://www.servicommedical.com/v/default/singapore>

[6] https://www.eu-gateway.eu/business-missions/missions-calendar/p/sectors/0__75/application-deadline/value__%20%20active-for-eoi/2018-10-04