



Human Care's premium healthcare products garners interest in South East Asia



Founded in 1993, Human Care is a company that manufactures and commercialises high quality **mobility solutions for people with special needs**.

Providing the best patient care is at the core of Human Care's business, and the broad selection of premium products attests to that.

Headquartered in Stockholm, Sweden, Human Care provides products catered to various customer needs, including **mobility aids, lifting solutions, healthcare beds, and convertible chairs**.

[Human Care](#) [1]'s products are sold in over 40 countries.

In 2018, the products were introduced to two major South East Asian markets, during the EU Gateway | Business Avenues mission for Healthcare & Medical Technologies to Singapore & the Philippines.

Singapore has proved a great market for Human Care, due to the many issues it faces in the healthcare space, issues that the Swedish company can help alleviate.

In 2018, Human Care met its **unique local distributor** for the Singaporean market.



During the mission in 2018 to Singapore and Manila, we met with a company in Singapore that has become our local distributor. Their name is [RehamMart](#) [2] and they now actively promote most products in our portfolio. – Martin Cederberg, International Sales Director, Human Care HC AB (Sweden)

Since then, Human Care and its partner have expanded their reach among local consumers and have **raised interest from potential customers and partners.**

In 2019, the National Council of Social Services took an interest in the company's convertible chair.

The company was then invited to present its I-400 convertible chair at the Social Service Summit in Singapore, a National Council of Social Services event that showcases the latest innovation in healthcare.

The convertible chair is a no-lift, multi-functional device that easily goes from a stretcher to an upright mobile chair, thus enabling fast and efficient patient mobility and helps caregivers to do patient transfers more efficiently. Its patient transfer solution enables a single caregiver to transfer patients, a highly valued feature in a country where staffing is increasingly challenging.

The product was one of the highlights of the summit and was later **featured in local media outlets.**

This year, Human Care was again selected for an EU Gateway | Business Avenues mission to South East Asia, now in Singapore & Vietnam.

With help from the EU Gateway | Business Avenues team, the company has managed to acquire new valuable contacts and continue reinforcing its existing local partnerships.

Although business deals in the healthcare field usually take longer times to finalise, Human Care has already **made sales in South East Asia.**



We are shortlisted for some projects, but most opportunities have been for big tenders where it takes a long time before we get the final decision from the customer. In addition, our distributor has had some orders from private customers for our products that have been successfully delivered to the user. The products include assistive devices for elderly and disabled patients. - Martin Cederberg, International Sales Director, Human Care HC AB (Sweden)

Furthermore, despite the short time elapsed since the mission this year, Human Care has met another **potential local distributor** for its products and negotiations are currently underway with a company in Vietnam.



We did meet with one company in Ho Chi Minh City that has shown great interest in our products and we are negotiating a distributor agreement. - Martin Cederberg, International Sales Director, Human Care HC AB (Sweden)

From the first time it was selected for an EU Gateway | Business Avenues mission Human Care has found success.

As time has gone by, business opportunities have been skilfully exploited by the Swedish company and turned into **sales and advantageous partnerships**.

It is a success story that is time and time again [replicated by the other European companies](#) [3] that were selected for the programme.

It can be your company's story too.

In 2020, three more missions for Healthcare & Medical Technologies companies are scheduled in [Japan](#) [4], the Republic of [Korea](#) [5] and [Indonesia & Singapore](#) [6].

Don't miss the opportunity to boost your business launch and accelerate growth on Asian markets, find more details at [this link](#) [7] and apply online now.



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Links

[1] <https://humancare.se/>

[2] <http://www.rehabmart.sg/>

[3] https://eu-gateway.eu/success-stories?custom_depth_modifier_with_depth_selection%5B%5D=75

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

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

[6] <https://eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-indonesia-singapore>

[7] https://eu-gateway.eu/business-missions/missions-calendar/p/sectors/0__75/application-deadline/value__%20%20