



# Healthcare & Medical European companies, established contenders all across Asia

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**EU Gateway | Business Avenues** targeted four fundamentally different markets for its **Healthcare & Medical Technologies** missions: the Republic of **Korea, Japan, South East Asia and China**.

Despite their differences, all four Asian destinations are avid for cost-effective, innovative solutions that cater to the region's unique needs: an ageing population and a rapid, but chaotic, economic growth that in places exposes severe shortcomings.

In this climate of profound reforms in healthcare and interest in technologically advanced solutions, **hundreds of European companies found partners and clients in Asia, through one of the 12 business missions organised since 2017.**

**More will come this December**, thanks to the last EU-funded business mission targeting Singapore & Indonesia, this time in an **online format** dictated by the safety regulations imposed by the COVID-19 pandemic.

Read more details about this successful **EU-funded initiative** and its **impact on the Healthcare & Medical Technologies sector in Europe** [here](#) [1].



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