

Access to Distant Markets in Health and Wellness (CB HealthAccess)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.09.2015 - 31.12.2018

Total funding: 1.561.255 EUR

ERDF funding: 1.242.130 EUR ERDF

Project Summary:

The existing e-health and life-science clusters see a clear need for a cross-border meta-cluster to solve common challenges of supporting expansion of their innovative companies. The project CB HealthAccess focuses on supporting health technology companies to enter into new distant markets in South Korea, US, India and Uganda with their products.

The project activities include gathering market information (legal setup, rules for health products, financial schemes in health, competition, technological environment, partnerships, etc.), adaption of products, marketing and sales activities, involvement of experts from the target market, business missions, 121 meetings, negotiations and closing of sales. The aim is to establish a lasting relation to the target markets to guarantee smoother access for new innovative health technology companies from the clusters.

The project aims at minimum of three new sales by a company of a participating cluster in each of the four target markets, i.e. 12 new sales in these distant markets. Half of these will be achieved during the project duration and the other half within one year after the end of the CB Health Access project.

Map of Partners



Partners

Lead Partner

SA Tallinna Teaduspark Tehnopol

Country: EE

www.tehnopol.ee

Partner budget: 304.149 EUR

Amount of ERDF funding: 258.526 EUR ERDF

Project Partners

Tartu Biotehnoloogia Park OÜ

Country: EE

www.biopark.ee

Partner budget: 192.381 EUR

Amount of ERDF funding: 163.524 EUR ERDF

Turku Science Park Oy

Country: FI

www.turkusciencepark.com

Partner budget: 396.671 EUR

Amount of ERDF funding: 297.503 EUR ERDF

Swedish Medtech

Country: SE

www.swedishmedtech.se

Partner budget: 363.601 EUR

Amount of ERDF funding: 272.701 EUR ERDF

Enixus Baltics

Country: LV

enixus.me

Partner budget: 215.354 EUR

Amount of ERDF funding: 183.051 EUR ERDF

Swecare

Country: SE

<http://swecare.se>

Partner budget: 89.100 EUR

Amount of ERDF funding: 66.825 EUR ERDF

Results

Expected results

The goal of CB HealthAccess is at least 3 new sales by a company/companies of other cluster in all these four markets, i.e. 12 new sales in these distant markets. 50% of these will be achieved during the project duration and 50% within one year after the end of the CB Health Access project. The relationships with the selected four distant markets will be open for all four partner clusters and therefore it is possible to continue arranging joint missions, etc. towards these markets and also open new additional markets in the future based on the needs of cluster companies. CB Health Access main results contribute directly to the program result indicator of cluster co-operations exporting to new markets outside EU/EFTA with focus in innovative products in health (wellness and medicine) sector. Our consortium covers all health clusters in the Central Baltic region either with

direct partnership or with cooperation agreements. Therefore the probability to build a strong meta-cluster in health capable to export to distant markets and continue widening the scope also after this concrete project is considerably high. It is also important to keep in mind that all these clusters offer incubation and export support services and can therefore not only open the access to the distant markets but support the processes, both technology and business, inside individual companies.

Achieved results

Project Visibility

Social media links

[Webpage](#)

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