



MAGIA2MARKET

MEDTECH ALLIANCE

Newsletter #1 – APRIL 2021

MAGIA2Market is a project dedicated to support SME Internationalisation in MedTech sector on three global markets: China, Japan and USA. MAGIA2Market follows the first phase of the MAGIA project which ended on December 31, 2019. The project gathers four European leading MedTech clusters: [bioPmed](#) (coordinator, Piedmont), [BioWin](#) (Wallonia), [Life Science Nord](#) (Northern Germany) and [Lyonbiopole](#) (Auvergne-Rhône-Alpes).

The goal of MAGIA2Market is to provide SMEs the opportunity to meet with potential partners in China, Japan and USA, laying the groundwork for potential cooperation, both in terms of business agreements but also co-development or research collaboration.

[Read more](#)

MAGIA2Market kick-off meeting

The Kick-Off Meeting of the European MedTech Alliance dedicated to support SME Internationalisation was held on September 8-9th.

[Read more](#)

MAGIA2Market first semester of activities

Over the first months of the project, the consortium has focused on

- the coordination activities
- the reinforcement of the established partnerships in USA and China
- the development of MAGIA2Market network in Japan
- facilitating business connections for European SMEs interested in USA and China.

The Covid-19 pandemic has forced the partners to make some adjustments in the project plan. The four clusters are striving to maintain schedules and activities to provide SME the opportunity to meet with potential partners in USA and China.

Activities over the next months will include cycles of thematic webinars and one-on-one partnering meetings. Stay tuned!



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Markets resources

Study on the Japanese MedTech Industry

MAGIA2Market partners are glad to announce the publication of their Japanese MedTech market study! The report gathers the key features to know to approach the Medical Technology market in Japan.

[Download](#)

Studies and training videos on the Chinese and US MedTech Industry

In addition, during the first phase of MAGIA, the Alliance produced studies and training videos on the Chinese and US MedTech markets.

Check all the available resources [here](#) !

Agenda – Discover the upcoming events!

In Spring 2021, MAGIA2Market partners are pleased to invite you to participate to a serie of webinars :



- **Japanese Medical Technology market**
Tuesday 27th April 2021 at 9 am CET
- **KOBE Biomedical Innovation Cluster (KBIC)**
Wednesday 19th May 2021 at 9 am CET



- **Presentation of the MedTech Minnesota hub**
Tuesday 4th May 2021 at 12 pm CET
- **What makes a VC Fundable Company in the U.S.?**
Tuesday 25th May 2021 at 12pm CET

[More information](#)

MAGIA2Market website : <https://www.magia2market.com/>
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