

# Specifications for support to SME on internationalisation development

*“South Korean market”*

## bioXclusters Plus presentation and context

**bioXclusters Plus is a two-year project, from January 2016 to January 2018, co-funded by the COSME programme of the European Union. This alliance aims to build up and consolidate the European Strategic Cluster Partnership on Personalised Healthcare formed by 4 major European health and life sciences clusters (BioCat Catalonia, BioM Bavaria, BioPmed Piedmont and Lyonbiopole Auvergne Rhône-Alpes).**

Because the healthcare industry is a very competitive sector deployed in an accelerated global environment, it is crucial that European SMEs to be able to reach outside Europe competitive markets in order to be more innovative and accelerate their growth. Thus, the bioXclusters Plus alliance is aiming to provide the tailored tools and the good entry keys for their SMEs to access global competitive markets.

To reach their purpose, the partners are setting up **the Gateway approach** which consists in **building reliable partnerships with organizations based in target countries outside Europe** in the benefit of their SMEs. These countries are Brazil, China, US, Japan, Australia, South Korea and Canada. In the framework of the Gateway activity, the bioXclusters Plus partners have already identified some needs for internationalization support expressed by SMEs.

Therefore, the purpose of this call for experts is to select organizations working on the alliance's target countries being able to address the diversity of needs expressed by the European companies. A call for external experts is launched for every target market. The bioXclusters' partners will select in priority organizations that are physically based in the targeted countries being able to act as a proper gateway, connected with the local and national ecosystems and potentially providing with soft-landing facilities. Strong connections and market knowledge have to be demonstrated. This call for experts "Gateway" concerns the South Korean market.

Once selected by the consortium, the "Gateway" provider will support a number of company members, from the 4 clusters organizations. This will be determined between the selected expert and the partners' alliance.

**Field of expertise required: healthcare collaboration and business in China**

Here below is the list of the main companies' requests collected by the bioXclusters Plus.  
For each criterion, please mention if you have expertise or not.

	Yes/No
<ul style="list-style-type: none"> <li>• Support for regulatory issues, local regulation and market approvals</li> </ul>	
<ul style="list-style-type: none"> <li>• Support for marketing and sales abroad</li> </ul>	
<ul style="list-style-type: none"> <li>• Support for Research of distributors</li> </ul>	
<ul style="list-style-type: none"> <li>• Identification for Matchmaking opportunities (R&amp;D and business collaborations) and access to networks of knowledge (including Key Opinions leaders)</li> </ul>	
<ul style="list-style-type: none"> <li>• Support on legal issues related to local taxes, soft-landing etc.</li> </ul>	
<ul style="list-style-type: none"> <li>• Support for company "soft-landing" (virtual or physical offices)</li> </ul>	
<b>Required competencies:</b>	
<ul style="list-style-type: none"> <li>• Knowledge of the country healthcare sector key issues (business, R&amp;D, legal issues and healthcare system policies...)</li> </ul>	
<ul style="list-style-type: none"> <li>• International Business development (market studies, sales networks)</li> </ul>	
<ul style="list-style-type: none"> <li>• Communication skills, project management skills, and English good knowledge</li> </ul>	
<b>Required experience:</b>	
<ul style="list-style-type: none"> <li>• Knowledge of the Healthcare business sector and, if possible, support to European or International SMEs</li> </ul>	
<ul style="list-style-type: none"> <li>• Successful experience in advising entrepreneurs and SMEs, and accelerating their business development</li> </ul>	

## Compulsory supporting documents

**Please, note that each expertise has to be proved: for each associated criteria, give examples of performed works**

Format to be used (in addition to the current form):

- Presentation of the company
- Short CV of consultants
- Hourly rate fee

## Further request

We kindly ask you to read carefully the bioXclusters Plus specifications before applying. Replies are expected before November 10<sup>th</sup>. After this date the selected provider will receive a notification from the bioXclusters Plus partners in order to start the support to companies. For further information, do not hesitate to contact your bioXclusters Plus contact point for more information.

**bioXclusters Plus contacts:**

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