



**MAGIA2MARKET**  
MEDTECH ALLIANCE

## NEWSLETTER #2 – FEBRUARY 2022

**MAGIA2Market** is a project dedicated to **support SME Internationalisation in the MedTech sector** on three global markets: China, Japan and USA. MAGIA2Market gathers four European leading MedTech clusters: **bioPmed** (coordinator, Piedmont), **BioWin** (Wallonia), **Life Science Nord** (Northern Germany) and **Lyonbiopole** (Auvergne-Rhône-Alpes). The goal of the project 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 about what the latest activities of the Alliance !**

### MAGIA2MARKET ACTIVITIES

Over the last months, the consortium has focused on continuing to coordinate the activities taking in to account the current health situation. Several thematic webinars, one-to-one partnering meetings, signing of new memorandum of understanding... Here is what the Alliance has been up to lately!

### LATEST NEWS



**MAGIA2MARKET**  
MEDTECH ALLIANCE

#### Missions to China & USA

The MAGIA2Market project partners are following their goal to support European SMEs active in the field of medical technologies in their internationalization process. Therefore, the Alliance is currently preparing for two matchmaking missions in China and the United States.

Follow the news on our website to learn more in the coming days !

[WEBSITE](#)





### MAGIA2Market is reinforcing its connection with China by signing a new agreement

A new partnership agreement with [RITS/Leaguer](#) has been signed through the European project MAGIA2Market. The agreement will allow SMEs of each ecosystem member of the project to access more easily this strategic market.

[READ MORE](#)



### Throwback on the last Pitching event with 761 C-Space

On September 9, 2021, MAGIA2Market and its partner 761 C-Space (Beijing) Technology Development Co., Ltd organized a virtual pitching event to enable the establishment of connections between Chinese and European MedTech SMEs !

[READ MORE](#)

## RESOURCES



### Presentation of the Japanese Medical Technology market

Rewatch the live session from April 27, 2021 organized by MAGIA2Market in which [Hashi Consulting](#) presents the key features of the MedTech market in Japan.

[WATCH THE REPLAY](#)



### Presentation of the MedTech Minnesota hub

Rewatch the live session from 4<sup>th</sup> May 2021 organized by MAGIA2Market and its partner, the [Medical Alley Association](#).

[WATCH THE REPLAY](#)





### What makes a VC Fundable Company in the US?

Find out more about key features to know to approach US venture capitalists. Rewatch the live session from 25<sup>th</sup> May 2021 organized by MAGIA2Market and its partner, the [Medical Alley Association](#).

[WATCH THE REPLAY](#)



### Presentation of the KOBE Biomedical Innovation Cluster

Download the slideshow from the introductory workshop organized on May 19, 2021. The aim was to give you a helicopter view of the current state of the Kansai MedTech ecosystem.

[DOWNLOAD](#)

## AGENDA



Stay tuned to discover the MAGIA2Market project program of the next months!



### Virtual MedTech Mission to China

MAGIA2Market will give the opportunity to SMEs to be introduced to potential partners / investors in China. From March 1st to March 3rd, 2022, our partner will hold a bootcamp session open to all, with a series of thematic webinars. In addition, from March 28th to April 1st, a pitch event following with a series of cooperation exchange meetings will be organized with 8 EU MedTech companies.

[READ MORE](#)



### MedTech Mission to the United States

The MAGIA Alliance is preparing for a mission to Minnesota in the United States of America in June 2022. Selected SMEs will participate in several actions.

[READ MORE](#)



**INTERESTED TO LEARN MORE?**

[www.magia2market.com](http://www.magia2market.com)



## CALL FOR EXPRESSION OF INTEREST

**Tell us about your needs !**

Would you like to get support from our partners in China, Japan and/or USA? Complete the corresponding fact sheet(s) and send them back to us. Your request will be carefully assessed by our partners and a feedback will be provided.

[FACTSHEETS](#)

