



**MITTELSTAND
GLOBAL**
MARKTERSCHLIESSUNGS-
PROGRAMM FÜR KMU

DELEGATION BROCHURE

BUSINESS INITIATION TRIP TO BULGARIA FOR GERMAN SMEs

Healthcare industry

20-23 October 2025



Service provider



Partner



Deutsch-Bulgarische
Industrie- und Handelskammer
Германо-Българска
индустриално-търговска камара

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German Federal Ministry for Economic Affairs and Climate Action (BMWK)



www.gtai-exportguide.de/

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The Market Entry Programme (MEP) of the Federal Ministry for Economic Affairs and Climate Action (BMWK) supports project-based initiatives tailored to small and medium-sized enterprises (SMEs), especially in traditional industries such as mechanical and plant engineering, the automotive and supplier industries, and the chemical and electrical industries. It also extends to self-employed professionals and service providers operating in sectors closely related to the economy. The programme is designed to assist businesses aiming to enter or strengthen their presence in new international markets.

German SMEs can benefit from the different modules offered through the Market Entry Programme, which are tailored to specific markets and industries, throughout all phases of the export process. Information sessions in Germany provide detailed guidance on legal issues, taxes, customs, and financing options for the chosen target market, as well as industry-specific insights, such as for shipbuilding in Indonesia.

Market exploration and business initiation trips to the chosen country, along with comprehensive market analyses, help businesses gain a clear understanding of the economic landscape and legal framework in the foreign market. These measures also enable companies to meet potential customers and business partners directly, while establishing connections with local public institutions.

enviacon international



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enviacon international is a leading consulting firm dedicated to facilitating successful market entry and business development in international markets. With over two decades of experience, we provide comprehensive solutions to support companies in expanding their global operations, navigating foreign markets, and forming strategic partnerships. Our core expertise lies in offering tailored market analysis, location marketing, and business matchmaking services, allowing clients to make informed decisions and capitalize on opportunities in a wide range of industries.

We serve both public institutions and private enterprises, offering bespoke consulting services that cater to the unique needs and objectives of each client. Our global network of experts and local partners ensures that we can provide deep market insights and practical, hands-on guidance, helping clients to overcome challenges and achieve sustainable growth.

German-Bulgarian Chamber of Industry and Commerce



<https://bulgarien.ahk.de>



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The German-Bulgarian Chamber of Industry and Commerce (AHK Bulgarien) has been the official representation of German business and industry for more than 30 years. With more than 600 member companies, it is the largest bilateral economic organization in German-Bulgarian economic relations. In addition to its headquarter in Sofia, the Chamber maintains an office in Plovdiv and regional partnerships in Varna and Burgas.

The team consists of 17 bilingual employees and offers a comprehensive range of customer-oriented services for Bulgarian and German markets. In addition to close cooperation with the German Embassy and the German institutions, it maintains good relations with Bulgarian ministries, institutions, and associations, as well as with companies actively involved in bilateral economic relations.

AHK Bulgarien has 11 specialized committees, which discuss current developments and challenges in the relevant sectors, with the target to draft white papers for the government in order to propose solutions. The Healthcare Committee discusses topics such as preventive care in Bulgaria as well as the shortage of skilled workers, among others.

AHK Bulgarien is a service provider for companies entering the German and Bulgarian market with tailored services ranging from market research, support in administrative challenges as well as door-opener for relevant decision makers in the bilateral business network.

ACL GmbH



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www.acl.de/en



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Excellence in Medical IT Hardware made in Germany for 30 years - ACL is an owner-managed, globally operating company with its headquarters and production site in Leipzig. With over 100 employees, it develops and produces optimized IT hardware for use in medicine and hygiene-critical areas, such as digital operating theatres, intensive care units, telemedicine and mobile solutions.

Since the first OR-PC® for the University Hospital Leipzig in 1995, we have been setting trends worldwide with the medical all-in-one PCs of the OR-PC® series, the surgical displays of the OR-MD® series, the IT workstations of the OR-CONSOLE® series, the medical mobile tablet OR-Pad® as well as the medical cart solutions of the OR-MedCart® series. ACL products are characterised by quality, functionality and sustainability and can be purchased via a selected dealer network in over 40 countries worldwide. Own sales and service centres are in the USA, Dubai and Hong Kong.

Objectives in Bulgaria:

ACL is primarily interested in identifying strong local partners in Bulgaria who can support the distribution of its medical IT solutions. The focus lies on connecting with experienced system integrators, medical equipment suppliers, and potential OEM collaborators to expand the company's presence in hospital and clinic projects.

Bulgaria's ongoing healthcare modernization and EU-funded infrastructure programs offer promising opportunities for digital OR integration. ACL aims to position itself as a reliable technology partner for hospitals, health authorities, and private networks, while exploring upcoming tenders and procurement initiatives to establish a long-term, sustainable sales and service network in the region.

Conscio Holding GmbH



<https://www.consciogroup.com/>



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Conscio Group is a network of science organizations committed to ensuring good health for all by improving the safety and reliability of food and pharmaceuticals. We support our customers throughout the entire drug development lifecycle, from research and development to marketing, analytical services, clinical trials, and quality control.

Objectives in Bulgaria:

We are looking to establish contacts with pharmaceutical companies that outsource development and manufacturing services for investigational medicinal products to third parties. We are particularly interested in partners who require contract development services in the field of non-sterile drugs – in all EBO classes.

In addition, we have the capacity and expertise to develop products that fall under narcotics legislation. Another focus is on topical dosage forms: for their development and characterization, we offer IVRT and IVPT testing, which we perform in accordance with current EMA and FDA guidelines.

Overall, we are looking to engage with decision-makers from research, development, CMC, and project outsourcing who are interested in partnership-based solutions in the field of contract development and testing.

Fette Compacting GmbH



www.fette-compacting.com



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Fette Compacting specializes in the manufacturing and distribution of tablet presses along with the corresponding peripheral equipment. Its service portfolio includes comprehensive after-sales support, spare parts supply, and professional training programs. Furthermore, the company is engaged in continuous product development, focusing on innovative solutions such as continuous tableting systems and fully integrated plants designed for tableting under containment conditions.

Objectives in Bulgaria:

Fette Compacting aims to expand its customer network and strengthen business relationships. Additionally, it seeks to increase its market share by establishing a stronger local presence and offering tailored solutions that meet the specific needs of the Bulgarian pharmaceutical and nutraceutical industries.

Healex GmbH



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Healex – Driving Digital Transformation in Clinical Research

Healex is a health IT company focused on digitizing and streamlining clinical research processes in hospitals and research centers. Together with our strategic partner **Deutsche Telekom Healthcare Solutions (T-Systems International GmbH)**, we provide software that enables clinics to manage clinical trials more efficiently, transparently, and in compliance with EU regulations.

Our core solution, **TrialSite**, consists of three integrated modules:

- **TrialSite (CSMS):** A Clinical Site Management System for managing studies, staff, documents, and compliance.
- **TrialSite Budget:** A full-cost calculation tool that ensures transparent, EU state-aid-compliant budgeting for clinical trials.
- **TrialSite Finance:** A financial management and invoicing module that automates service tracking, billing, and reporting in real time.

By digitizing these workflows, hospitals can:

- Save significant administrative effort and costs,
- Recover unbilled study revenues,
- Improve transparency and compliance, and
- Strengthen their competitiveness in attracting research funding and industry-sponsored trials.

Together with Deutsche Telekom AG, Healex supports hospitals in reducing bureaucracy, optimizing research funds, and securing Germany's and Europe's position as leading research locations.

Objectives in Bulgaria:

1. Clinical & Research Partners
2. Institutional & Regulatory Stakeholders
3. Market & Ecosystem Enablers
4. Local Champions / Multipliers

HealthAssist



HealthAssist

Global Pricing, Healthcare, Market Access

<https://healthassist.de/>



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Objectives in Bulgaria:

HealthAssist is seeking partnerships with Bulgarian companies that wish to expand into Europe and/or the German market in particular.

If you need support or consultancy regarding rules, market requirements and regulatory environment or even contact or contracting partners, HealthAssist maybe the partner of your choice.

We offer

- Intense Know-How about European and German market access conditions
- Profound knowledge in marketing, sales and especially pricing of pharmaceutical products – both Rx and OTC
- Concrete insights into evaluation methods and mechanisms of new drugs and indication extensions on national (DE), European and global level
- Knowledge about the stakeholders and the challenges in the most important markets and their pricing rules

HealthAssist offers support, consultancy and interim management especially for the Pharmaceutical Industry with focus on:

- International / Global Pricing
- German Healthcare System
- General
- Customer Contacts & Sales Support (B2B)

Pruess GmbH



www.pruess.gmbh



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For more than 40 years, we have been active in plant engineering for the pharmaceutical and food industries, both in Germany and abroad. Our portfolio includes process engineering systems such as extraction and evaporation plants, complemented by preparation units for pharmaceutical and food production as well as cleaning systems (CIP / SIP). In addition, we offer process and plant development for new products, reengineering, and the creation of process descriptions for software updates.

Pruess designs customized plants for the pharmaceutical industry in accordance with the highest quality standards. We are highly familiar with the strict regulations governing the cleaning of production facilities in this sector and ensure safe and efficient production in full compliance with GMP requirements. The automation of our plants guarantees convenient operation, while optimized cleaning solutions enable quick and easy product changes.

Another focus of our engineering expertise is on plants for the food and beverage industry. Here, we meet the highest hygiene requirements, including self-draining systems, reliable cleaning options, and sterilizability. These are complemented by risk analyses and verification of the suitability of all materials used. Complete documentation of each plant including welding certificates and material test records ensures full transparency and reflects the high quality of our work

Objectives in Bulgaria:

With decades of experience in plant engineering for the pharmaceutical, food, and beverage industries, we aim to further expand our market activities in Bulgaria. Our goal is to win new customers and establish long-term partnerships.

We focus on quality that convinces, communication that connects, and transparency and clarity in every project. Trust is the foundation of our cooperation – from the first point of contact to the successful implementation of complex plant projects.

Through customized solutions, reliable processes, and close collaboration with our clients, we strive to create sustainable growth in Bulgaria and explore new opportunities together.

ROHDE KG



<https://www.rohde-germany.com>



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ROHDE KG is a global leader in hygienic coatings for walls and ceilings, meeting the highest standards of quality and performance. If you are looking for sustainable protection for walls and ceilings, we are the people to talk to. More than 45 years of experience and prestigious references are proof of our expertise. Our innovative new compound coating systems are the first to prevent microbial colonization, while being free of solvents and questionable ingredients. These qualities have won us the confidence of planners, architects and users worldwide. Our products are used in a variety of settings, including hospitals, laboratories (particularly BSL laboratories) and clean rooms. Certifications: ISO 9001 and ISO 14001.

Objectives in Bulgaria:

ROHDE KG is seeking to establish connections with potential users of our products.

VISUS Health IT GmbH



<https://www.visus.com/>



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VISUS Health IT GmbH is a software company based in Bochum specializing in digital health. VISUS's innovative products and solutions play a key role in advancing the digitalization and connectivity of the healthcare sector. Being in this business for 25 years and by offering just two products “Made in Germany” (PACS + HCM), we managed to establish a strong customer and partner base with over 900 clinics and 600+ medical practices in more than 40 countries around the globe.

Our products in brief:

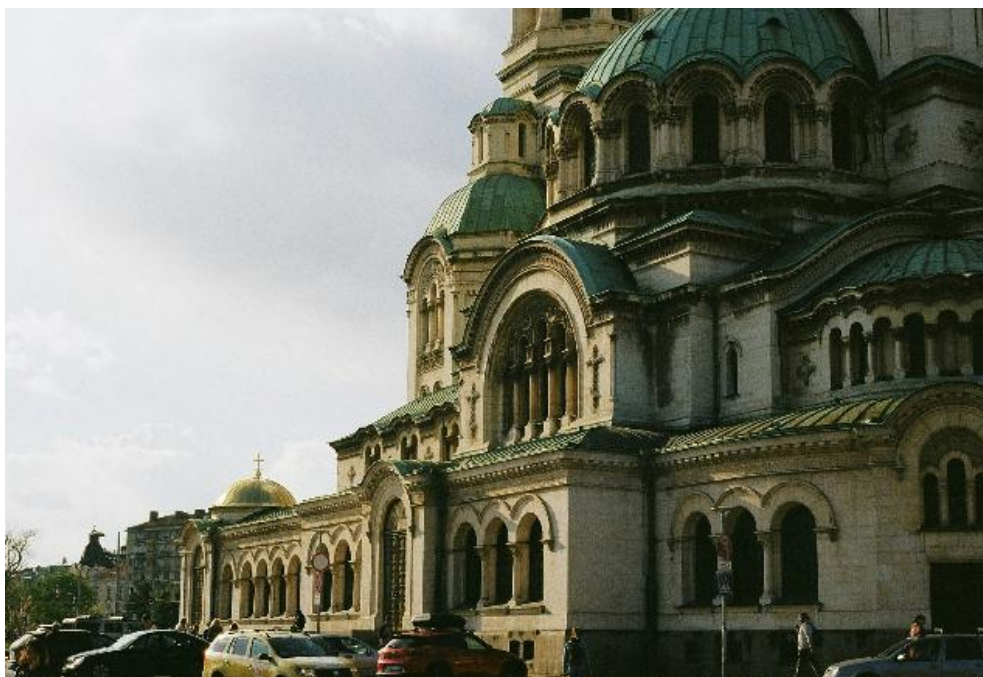
JiveX Enterprise PACS, our award-winning solution for radiology image reporting, is the market leader in Germany. All JiveX solutions from VISUS are characterized by an open and standardized interface architecture that adheres to international standards such as DICOM, IHE, HL7, and FHIR, ensuring high levels of interoperability and scalability.

JiveX Healthcare Content Management (HCM) offers a customized solution for displaying and communicating medical data in a structured manner, regardless of location. The system can be customized for different user groups and applications here. JiveX HCM offers all modules for holistic integration, processing, archiving, and distribution of medical data within one system.

Objectives in Bulgaria:

We are looking for a strong, dedicated and focused sales partner who is already active as an importer/distributor of medical devices and/or medical software (in the field of radiology/imaging) and has relevant experience and a stable network inside the Bulgarian healthcare market.

A VISUS partner must also be able to provide first- and second-level support. This naturally requires experience and manpower in this field. Like us, the partner should be willing to invest time and effort into building a long-term, fruitful relationship based on mutual trust and professionalism.



Service provider



Partner



