

WELCOME IN THE NAME OF THE FEDERAL MINISTRY
FOR ECONOMY AFFAIRS AND ENERGY/ GERMANY
TRADE AND INVEST /MARKET ENTRY PROGRAMME
(MEP)

SOFIA, 21 ST OF OCTOBER 2025

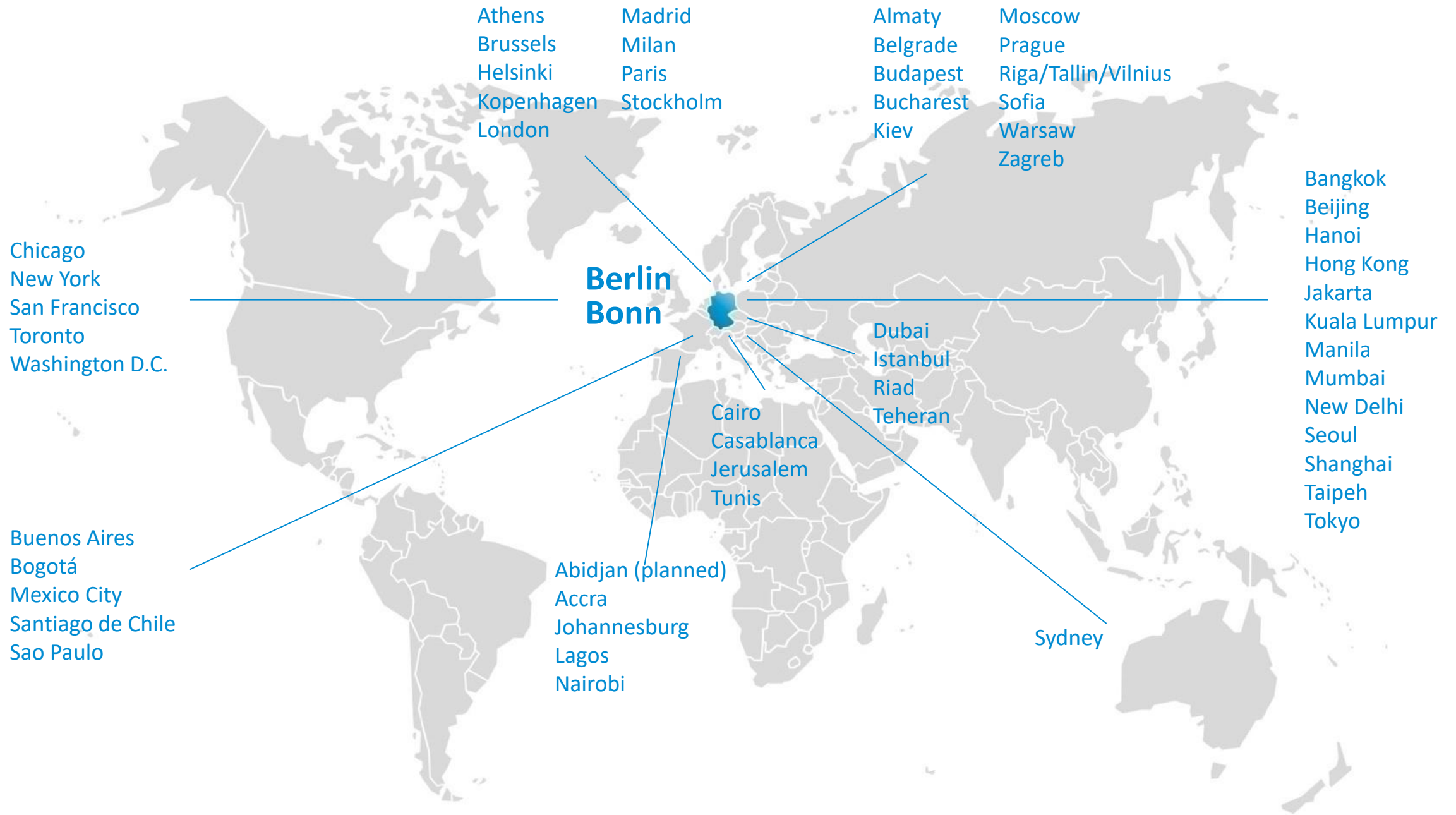
Harald Mylord
Exportinitiative Gesundheitswirtschaft
www.gtai.de

Germany Trade & Invest



The foreign trade and inward investment agency of the Federal Republic of Germany







***Export
Promotion***



***Investor
Consulting***



***Location
Marketing***



***New Federal
States & Structural
Transformation***

HEALTH MADE IN GERMANY

The Export Initiative for the German Healthcare Industry (EXGW)

A close-up photograph of a medical device, possibly an X-ray machine, with a white plastic bag draped over it.

**Medical
Technology**

© GettyImages / 4X-image

A person in a white lab coat holding a tablet computer, with another person in a lab coat blurred in the background.

Digital Health

© istock.com/shapecharge

A close-up photograph of several red, oval-shaped pills on a white, textured surface.

Pharmaceuticals

© absolut 100/istock.com

A woman wearing safety goggles and a lab coat, holding a test tube, with a molecular model in the background.

**Medical
Biotechnology**

© Getty Images / Marin Barraud



Export Initiative Health

- support for SMEs' export business
- marketing of German health sector abroad
- information on health markets worldwide
- networking SMEs with international customers and partners
- Company Directory/ find your partner
- foreign market entry programme (MEP)

German Healthcare Company Directory



HEALTH MADE IN GERMANY

German Healthcare Company Directory

Find your German partner: Free and easy access to 3,500+ healthcare companies and service providers.



Find your German Partner

Our online company directory puts international businesses in touch with potential German partners in medical technology, pharmaceuticals, digital health, and medical biotechnology.

Start your search now:

www.health-made-in-germany.com/company-directory



HEALTH MADE IN GERMANY is the export initiative for the German healthcare industry. We support international companies and organizations that are interested in establishing contact with potential German partners and suppliers. Supported by the Federal Ministry for Economic Affairs and Energy on the basis of a decision by the German Bundestag.

Scan the QR-code and find your partner in Germany!!!

Markt Development Program (MEP)

- Support for German SMEs entering markets abroad
- Variety of measures (for example informational events, market exploration trips, match-making)
- Diverse markets and sectors (from Argentina to Zimbabwe, automotive to gaming)

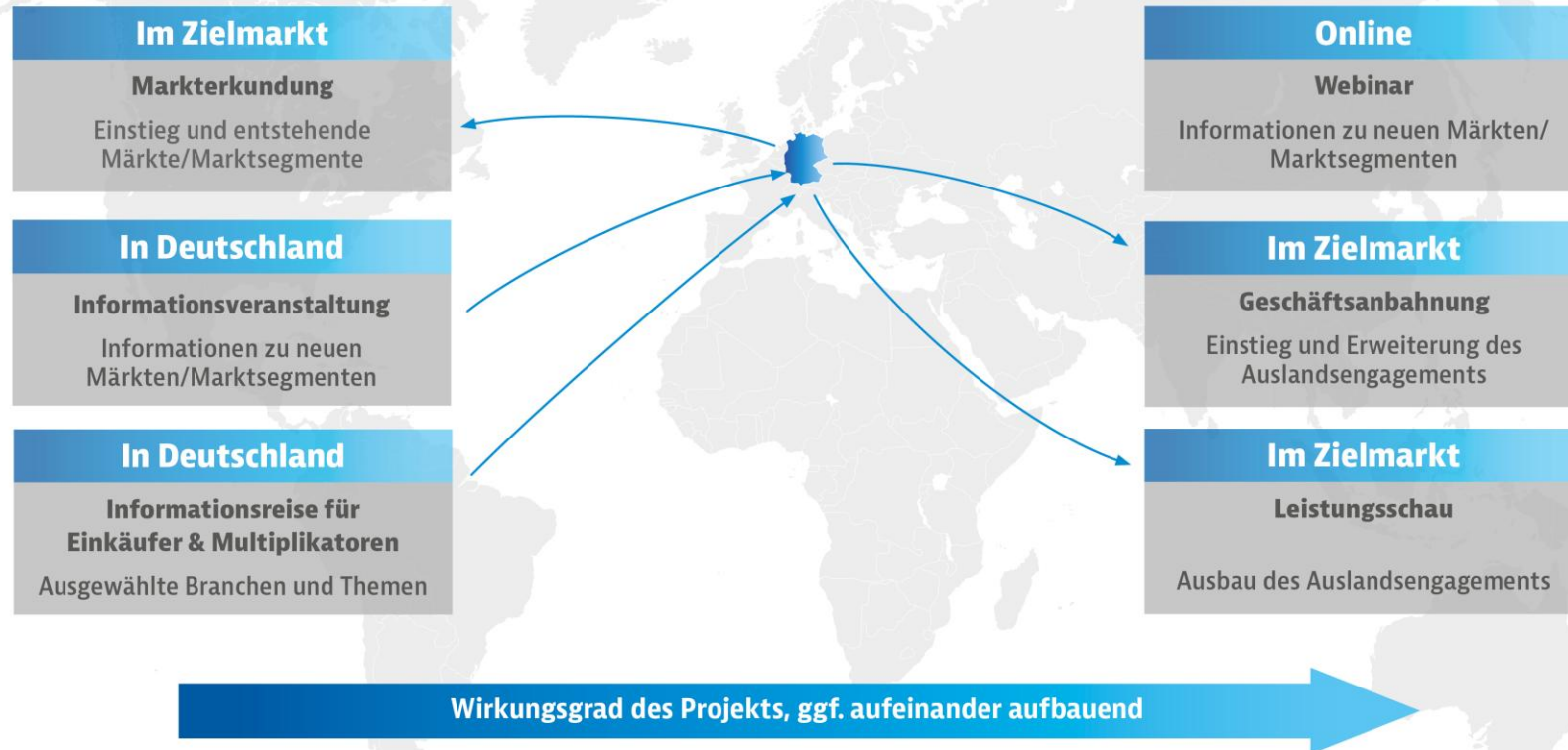


Das Markterschließungsprogramm

Einheitliche, transparente, flexible Module



MEP Projektformate



Contact Us



Health Made in Germany
Export Initiative for the German Healthcare Industry

www.gtai.de/healthmadeingermany