

Achieve profitable growth in Europe

“embrace the difference”

- How well do you know Europe?
- How well do you know the various countries' markets, rules and regulations?
- How will you make the most of this cluster of 27 independent EU countries?
- How will you crack this €62 billion medical device market / year?



MDT International offerings:

- Comprehensive seminar
- Tailor-made seminars
- Group & Individual coaching
- Business counseling

We can help:

- 1) **Illustrate** the potential threats and opportunities
- 2) **Teach** you the required steps for your European expansion
- 3) **Show** you how to develop a strategic plan
- 4) **Minimize** time, efforts and costs
- 5) **Maximize** your profitable growth in Europe
- 6) **Advise** you on the execution
- 7) **Assist** you build an international team

Course:

Achieve profitable growth in Europe “embrace the difference”

This one Day seminar offers a comprehensive step-by-step, detailed and practical plan on how to penetrate and/or improve your market share and profits in Europe, in a timely fashion.

Learn about:

- Cultural differences
- Different healthcare systems
- Product registration
- Clinical trials
- Reimbursement
- Going to market
- Pricing
- and more...

Who will benefit from this course?

- Senior Executives
- Venture Capitalists (VCs)
- Sales & Marketing

Trainer:



Christian B. Chahine – MDT International founder, coach and European expert

- Senior International Executive
- Over 19 years of accomplishments in healthcare markets around the world
- 13 years based in Europe (Belgium, France and UK)
- A student of cultures and languages
- Assisted Multinationals, Medium, Small companies and Start-ups
- Multi-literate and multilingual
- BA Economics, Lafayette College, Easton, PA
- MBA Finance and Management, Loyola University, New Orleans, LA

“My dream and passion is helping American companies embrace the difference, by using my life long experience and expertise in Europe”

Table of Contents - some of the topics covered in this unique and practical hands-on course are as follows:

- Why go to Europe?
- Market Research – key elements in Europe
- Importance of Clinical Trials and how to go about it
- Notified Bodies and learn how to use them
- Reimbursement strategies – that is what you should be aiming for
- Going to market (sales / distribution)
 - Agents
 - Distributors
 - OEM
 - Licensing
 - Direct
- Largest customers
 - NHS – UK
 - Securite Sociale – France
 - SHI – Germany
- Pricing strategies

For a complete listing of our Table of Contents, please visit our website at: www.mdtinternational.eu

**LIMITED SEATING
REGISTER TODAY**

Venue date: November 8, 2007
Venue Location: Irvine, CA

(For a complete listing of our seminars and dates, please check our website at www.mdtinternational.eu)

This seminar will help you:

- Crack the EU's €62 billion medical device market per year
- Penetrate and /or improve your market share.
- Save \$1,000.00s in consulting fees
- Minimize your time, costs and efforts
- Maximize your profitable growth in Europe

YOUR INVESTMENT:

1 participant	\$675.00 / person
2 participants	\$630.00 / person
3 participants or more	\$580.00 / person

**SPECIAL INTRODUCTION PRICE
OF \$500 / PERSON
for Nov. 8, 2007 only**

For additional information on course dates, venues and registration or on coaching and/or business counseling, please send an e-mail to info@mdtinternational.eu, or call Christian Chahine on (949) 623-8646