

Hygimed Case Study

2016 February 17

Mission:

Hygimed (<http://www.hygimed.com/>) develops, manufactures, and markets an efficient and sustainable chemically disinfecting shredder for on-site treatment of hazard or bio-medical waste. The ecofriendly bio-medical waste disinfectant shredder is developed and produced by Maabarot Metal Works (<http://www.maabarot-m.co.il/>). It is designed to be placed in hospitals and medical centers eliminating the need for a costly bio-medical waste transport to remote incinerator facilities. Maabarot examined the feasibility of expansion to China via Taiwan; thus, turned to Anemone Ventures for market entry support.

Solution:

Through the 'New Markets Entry Support Plan' of the Israeli Export Institute, Maabarot was able to subsidize the market entry and business development activities provided by Anemone Ventures, an authorized Business Development Partner of the Israeli Export Institute.

Anemone Ventures implemented the 'Market Entry Support Plan' in Taiwan and China.

The 'Market Entry Support Plan' stages included:

1. A market feasibility assessment including: market potential, competitors landscape, sales channels and products, price recommendations, and suggested adaptations needed for the local market
2. Search and identification of relevant partners: a thorough search and selection process of relevant distributors who are able to reach the market full potential
3. Contract and order discussions with selected distributors and partners

Through serving as Maabarot Business Development arm on the ground and working in collaboration with Maabarot anagement, Anemone Ventures approached key market segments, including: government agencies, leading hospitals and distributors.

These efforts led the Environmental Protection Agency (EPA), local hospitals, and potential distributors to discover Hygimed's environmental and operational benefits; and cost savings over existing solutions.

As a result, a leading hospital chain in Taiwan launched advanced discussions to purchase its first Hygimed machine. Additionally, a regional medical equipment distributor has confirmed its willingness to become Hygimed's official representative in Taiwan and the Asia-Pacific.

Throughout the process, Maabarot management was involved in all steps of the solution and met with selected partners in Taiwan to finalize and negotiate a contract. Due to Anemone Ventures' pre-meetings and business development groundwork, Maabarot's senior managers were able to launch concrete business revolving expansion to China, prices, technical support models, time-line and machine delivery.

Amit Sheleg, Hygimed Business Development Manager:

"It is our impression indeed that Anemone Ventures are doing great work for us. We were able to develop excellent relations in both professional and personal levels with Anemone ventures (common language and culture play key role). We have made great progress in short time, and we have met several relevant potential distributors. It is my impression that Anemone Ventures was the right business partner for this task in Taiwan".