



# Healthcare Industry Opportunities in South Eastern Europe: Bulgaria, Croatia, Romania and Serbia

## An evolving and growing industry ...

This webinar will discuss market entry opportunities, upcoming tenders, and the national priorities for the healthcare industry in these European markets.

If you're seeking to expand sales in Europe or, if you're wondering how to best showcase your products to a larger audience in Europe, then join the U.S. Commercial Service for a COMPLIMENTARY webinar on these South Eastern Europe market, trends and opportunities.

## Speakers From:

- U.S. Commercial Service Industry Specialists in
  - Bulgaria
  - Croatia
  - Romania
  - Serbia

## Webinar Objectives:

- Insights from industry professionals
- Latest trends and trade data
- Best prospects
- Upcoming tenders
- Market entry

## Why Bulgaria, Croatia, Romania and Serbia?

Growth in the sector is derived from an increasing desire to improve quality and efficiency in South Eastern Europe health systems. Bulgaria, Croatia, Serbia and Romania are in the process of achieving structural reforms in healthcare. Croatia is also currently undergoing the construction of several hospital centers. These national priorities and upcoming tenders give U.S. companies in the healthcare sector the opportunity to provide medical devices and equipment to countries in South Eastern Europe.

**Register now for this Complimentary Webinar!**

**Login details will follow registration.**

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=6Q4S>

### PROGRAM DETAILS

**When:** Tuesday, April 19, 2016

9:00am PDT/ 11:00am CDT/ 12:00pm EDT  
(webinar - 1 hour & 20min with Q&A)

### Commercial Specialists:

Milko Minev  
*Commercial Service, Sofia, Bulgaria*

Nina Radevic  
*Commercial Service, Zagreb, Croatia*

Ioana Stoenescu  
*Commercial Service, Bucharest, Romania*

Zorica Mihajlovic  
*Commercial Service, Belgrade, Serbia*

### Questions, contact:

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