A GUIDE FOR EUROPEAN COMPANIES
WHO WANT TO ENTER THE NORTH AMERICAN
PHARMACEUTICAL, BIOTECH AND MEDICAL DEVICE MARKET
North America is the world’s largest pharmaceutical, biopharmaceutical and medical device market. Growth possibilities are enormous. But...to those who think that doing business in the highly profitable North American market is pretty much about the same as it is to do business in Europe, the potential for risk looms large.

Having a superior technology is just the starting point. Success in the North American markets requires the right strategy, insight, connections, resources and perserverence in order to transform your expectations into reality.

**Selling Into North America**

While an innovative product with superb engineering may catch on quickly with engineers in Europe; companies learn very quickly that selling the same product into the North American market requires an entirely different undertaking.

Off-shore based companies often enter the North American market with limited market knowledge and cultural awareness. A lack of understanding in how business is done results in embarrassing and time-delaying on-the-job training that may expose a company to unanticipated time delays, inappropriate action/reaction encounters and costly legal and contractual restrictions. This awkward entry can easily damage brand/customer relationships and cost untold time delays and financial expenses.

Unlike Europe, appropriate contacts at North American pharmaceutical, biotechnology and medical device companies are often not readily accessible. Furthermore, North American buyers are naturally risk-averse and tend to prefer to do business with familiar and trusted technologies and suppliers. They seek relationships. They want service. They need a group consensus and time to test your product. For all these reasons, the customer is even more reluctant to work with an unfamiliar supplier who maintains no local presence and also lacks experience in working with other North American customers.

*Entering the North American market is like building a new business. It takes time to build brand awareness, develop trust and reach key purchasing decision influencers.*
THE SOLUTION: HAVE BCM GROUP FUNCTION AS YOUR LOCAL, ON-THE-GROUND, NORTH AMERICAN BUSINESS OPERATION

Working with BCM Group allows you to eliminate the challenges of distance and culture. Operating as your North American base operations, BCM Group provides the immediate, on-call, local attention that prospects and customers expect. We guide you through the maze of local, state and federal government and regulatory requirements, and we assist you in developing a North American marketing strategy that will enable you to make the best choices and decisions involving your business.

BCM Group moves quickly to identify, evaluate, and negotiate business and supplier relationships. We manage employee recruitment and training to quickly get your business up and running. Our objective is to minimize new market entry risks and to deliver shareholder value.

BCM Group draws upon its specialized market knowledge and customer relationship expertise. We accurately identify and qualify business opportunities that can enable your company to convert more opportunities into sales—and at a lower cost. Selecting BCM Group as the cornerstone of your North American business operation development offers you a compelling advantage.

OPERATING FROM A STRATEGIC PERSPECTIVE

Every company has a brand. It is the perception that is formed relative to the performance and emotional values that your company and its products present.

BCM Group and its Affiliate, Business Strategies & Beyond prepare a strategy that continually seeks to connect your company and its products to the various purchasing decision influencers and other stakeholders that will interact with your business.
SERVICES

- Preparation of a North American focused Brand Strategy
- Set-up of a physical presence for your North American base of operations
- Establishment of a direct point-of-contact communication channel that links top management to its North American base of operations
- Exploration of unique partnership relationships
- Implementation of a marketing support program
- Recruitment and training of an experienced and reliable staff
- Development of specialized distribution channels

HOW THIS ALL COMES TOGETHER: THE WAY BCM GROUP WORKS

BCM Group is your single point-of-contact -- transferring strategic intent into action and assuring you of a seamless process in establishing and growing your North American operation.

BCM GROUP WILL:

- Outline a proposal detailing the process
- Prepare a timeline for development
- Present a start-up budget
- Develop a North American based Brand Strategy that provides a blueprint for identifying and nurturing a broad range of value connections and relationships as the first-step within our working relationship. This will assure that everyone is on the “same page” in terms of markets, goals, objectives and overall message platform.
- Stay in constant communication to assure your success

YOUR DECISION TO PARTNER WITH BCM GROUP MEANS THAT YOUR COMPANY IS ON THE ROAD TO SUCCESS IN NORTH AMERICA.

LET’S GET STARTED, THE NORTH AMERICAN MARKET IS WAITING FOR YOU!