





Introduction

Creating and developing the necessary foundations for knowledge-based economy in the field of health is one of the goals and long-term perspectives in Iran, that Iran Health Export Development Center (IHEDC) is trying to enhance and implement this platform through various programs.

This center was set up in order to support the export of health care products and market development in this field and has special programs to provide various services in order to strengthen and empower companies in the field of health and export leadership of interested companies.





Services provided by Iran Health Export Development Center

Export readiness assessment and empowerment

Entering the export phase and international trade requires sufficient technical and knowledge in identifying the position of the product in the target market for domestic manufacturers in the field of classifying markets, identifying customers, distribution channels in the target market, steps and conditions Product registration, obtaining the relevant certificates and licenses and in general familiarity with the literature and terminology of international trade. In this regard, the first and foremost step for companies is export readiness assessment, with the purpose of identifying the position of the company and its potential capabilities to enter the export phase. After this assessment, companies are divided into 4 categories:

1. companies without the necessary conditions,
2. companies with export potential
3. capable companies
4. top companies,

Each company will be supported by Iran Health Export Development Center according to its category.

Iran Health Export Development Center has provided the export readiness assessment of companies online and free of charge on lhedc.ir.

After this assessment the applicant companies will be empowered according to the guidelines for supporting knowledge-based and creative companies.



Mentoring and export consulting:

In order to enter international trade and export, all companies need to be familiar with important factors such as trade laws and regulations of different countries, necessary certificates and licenses, market entry method, customers and Competitors in foreign markets. After compiling their export plan, applicant companies can use the guidance of our mentors to achieve their goals.



Business and export training courses:

Education is a key element in planning for economic actors to enter international trade and develop the capabilities of a company and its employees. These trainings cover important and practical points from the basic principles of trade to familiarization with the export laws and regulations in the target country.

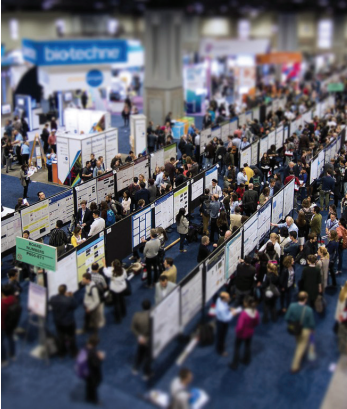
Iran Health Export Development Center is able to provide services in the field of teaching the essential business topics such as training in import and export processes, international marketing, money transfer, concluding international contracts, effective participation in international events, foreign language training, etc.

Advertisement:

Presence in the international market is a great success for companies and naturally, after entering the international market, companies will look for extensive business with a wide range of customers. The key to become successful after entering the export phase is to have a strong marketing plan and attractive advertising tools. This center supports companies in providing the basic advertising requirements, including the preparation of catalogs and brochures, website promotion, advertising in foreign publications, video clips, product advertising on B2B or B2C websites, etc.



Participation in international exhibitions:



Participation in exhibitions is one of the most important ways for presenting the capabilities and technology of a company that can make it possible for that company to enter international markets with high level technology. Iran Health Export Development Center is ready to provide the necessary items for companies to independently participate in foreign exhibitions or pavilions in the best possible way.

Business-Technology Meetings:

International communication and strengthening relationships with partners in common activities are the most important factors of developing and increasing product market share. It is quite possible to establish such communication in business-technology meetings. Familiarity with new technologies in international market, observing competitors and similar technologies, planning to implement joint projects, etc., in addition to gaining experience, can also significantly develop the product market of companies. In this regard, this center is eager to support companies to attend such meetings.

Hosting business delegations:

business delegations visit to the products and technologies of domestic manufacturing companies and their production line alongside negotiating and attracting joint ventures, as well as exchanging experiences and modern technologies, will make a significant contribution to the development and expand the introduction of domestic technologies to international actors in the field of medical equipment.

Product sample:

In order to introduce products of domestic companies to international markets or to develop the export market, Iran Health Export Development Center, facilitates the process of sending product sample to be presented in foreign exhibitions, supply to local sales representatives in the export target market, performance and risk tests in the target country, etc.



establishing pilot infrastructure in the target country:

In order to set up an office, renting or buying a warehouse, renting a production line (with the aim of transferring part of the production process to other countries), registering a company, creating an exhibition space, establishing an export acceleration center and implementing a pilot project, companies can apply to use the services of this center.

Field study of the target market and determination of sales objectives:

Nowadays markets are very complex and increase of competition in various areas, warns of the need to adopt correct and strict marketing policies and strategies. Our business partners in different countries will guide the applicant companies to enter these markets and will provide all the information needed for an effective presence to the companies.

Export intermediaries

Iran Health Export Development Center ensures the presence and stabilization of the product and market of the exporting company in the target market through communications with a wide network of export intermediaries in the target countries.



International Certificates

Obtaining international certificates and licenses are prerequisites for entering the export phase. Obtaining these licenses, in addition to spending time and money, has complexities that can prolong the process of reaching the export phase for a company. This center is ready to provide the necessary guidance for obtaining CE Mark, Russian GOST Standard, etc. and of certificates renewal for the applicant companies.



Supporting the participation of companies in global tenders:

Entering export phase through global tenders is a different route than other export routes. Participation in infrastructure projects and strengthening relations with target countries are examples of positive points of participating in global tenders. Companies that have been evaluated as capable and top in the export readiness assessment can use the services of this center in the field of global tenders.



Consulting on technology exchange contracts:

Manufacturing companies are required to modernize and update their technologies to compete with international producers with high technologies. Also, international technology exchange requires sufficient knowledge in the field of concluding contracts and related legal processes. Iran Health Export Development Center provides legal consulting services and technology exchange contracts to companies, through its consultants and experts in this field.



Specialized technology transfer services:

Technology transfer is the best way to reach modern technologies in order to update products. In fact, technology transfer is a step-by-step process that requires the assistance of an expert and experienced consultant from the beginning to the end. The various stages of this process, from monitoring and identifying technology resources to write a justification plan and concluding a contract for technology transfer, are all part of the services of Iran Health Export Development Center, which is provided for the applicant companies.





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