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## Press Release

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### Medical Valley EMN & Volitan Global partner to boost start-ups

**The two healthcare innovation experts Medical Valley EMN and Volitan Global strengthen their existing inbound- and outbound activities through a strategic partnership. The aim is to offer companies access to international markets and to provide them with an excellent network as well as profound expertise.**

Since both companies are part of outstanding eco-systems, the decision to start a strategic partnership came naturally, says Irem Eren, Business Development Manager of Volitan Global: “The founder of Volitan Global, Ufuk Eren has great experience with German speaking countries and has a long-standing relationship with Germany. Medical Valley being the go-to company in digital health and medical technologies in Europe has the most know-how in their field. Germany is the leading country in Europe and the world in digital health with their DIGA project which makes Germany a crucial market for start-ups in regions that Volitan Global represents (Turkey, GCC region, USA exc.). Medical Valley and Volitan Global have complementary visions and missions on globalization and their perspectives on the health market which is why Volitan Global has decided to further invest in this partnership.”

#### Strong startup scene in Istanbul

Additionally, to being one of the countries with startup unicorns, Turkey has a relatively advanced healthcare system. Due to these factors the entrepreneurship ecosystem has significantly expanded in the last decade. To strengthen this development, numerous technology parks were established and incentivised by the government providing significant advantages for entrepreneurs and a fruitful environment for innovations.

#### Tailor-made consulting services to support entrepreneurs on their way to success

To offer these successful entrepreneurs access to the Germany region, to support their global launch and because of this overall huge potential Medical Valley Germany and Volitan Global decided to form a business bridge to establish comprehensive global business approaches that will support all aspects of market access to target markets provided by one another. These support-packages offer a number of consulting services such as: market analysis and market entry, optimized sales approach, successful

partnerships with distributors, manufacturers, key stakeholders and investors, reimbursement and regulatory, as well as cluster development and open innovation formats. The markets that are mainly focused on are Germany, China, Turkey, South-Eastern Europe, GCC states and USA.

“With Volitan Global, we have been able to win another strong healthcare partner for the development of highly interesting markets. Especially for Turkey, the GCC states, and the US we see excellent market access opportunities for German healthcare companies with the help of Volitan Global and its extensive network,” explains Dr. Martin Reimer, General Manager of Medical Valley GmbH.

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**About Medical Valley EMN**

The Medical Valley European Metropolitan Region Nuremberg (EMN) Association is a leading healthcare management cluster in Europe. Highly specialized research institutions, internationally leading companies as well as many growing companies are active here. They cooperate closely to jointly find solutions for the challenges of healthcare today and tomorrow. This extraordinary concentration of players, combined with the international market and competitive position of individual players, the unique infrastructure and services, all provide the conditions that allow ideas to be turned into products, processes and services more quickly. The nationally and internationally outstanding position of this leading economic region was additionally strengthened in January 2010 by the designation of “National Top Cluster” for medical technology by the Federal Ministry of Education and Research (BMBF). In April 2017, Medical Valley, in cooperation with the Zollhof Tech Incubator and the Health Hackers, was named one of twelve national "Digital Hubs" by the Federal Ministry of Economics - the only one that focuses exclusively on healthcare. Existing hubs of the urban-rural cluster Medical Valley EMN e. V. are the Medical Valley Center Erlangen, Forchheim, Amberg-Weiden and Bamberg.  
[www.medical-valley-emn.de](http://www.medical-valley-emn.de)

**About Volitan Global**

Volitan's key focus is to contribute to sustainable development in healthcare sector through effective technology, innovation, management, and investment. To achieve this goal, Volitan is creating a pool of experience, professionals, and scientific and innovative networks globally. Volitan operates in 3 continents and 11 countries; and provides services in Healthcare and Life Sciences domains with 3 main offices and 9 branch offices along with vast network of global alliances and partners. As a part of their investment arm Volitan also partners with Medical Valley Germany and Aescuvest on 10xHealth Investment Club.

<https://www.volitaglobal.com/>  
<https://10xhealth.club/>