

Healthcare opportunities in Bulgaria, Croatia, Greece, and Romania

The U.S. Department of Commerce invites you to attend a virtual event focused on opportunities for U.S. Healthcare & Medical technologies companies in Southeast European markets.

The objective of the Virtual Roadtrip is to introduce U.S. healthcare firms and organizations to Southeastern Europe's healthcare markets and local businesses.

Healthcare is one of the priorities for the EU, and EU funding worth billions of dollars is available for the 2021-2027 period. For example, the EU announced [Europe's Beating Cancer Plan](#) with €4 billion allocated for addressing cancer. Programs and funds utilization are run by each member state and open to any international company provided they work with a local partner.

Virtual Roadtrip Logistics

- U.S. companies are offered a set of virtual meetings with potential partners in participating countries through the Regional International Partner Search (IPS) Plus Virtual Introductions.
- Companies can choose countries of interest and our goal is to arrange at least two (2) meetings per country per company.
- All meetings will take place virtually through the Microsoft Teams platform, over two half-days, June 8-9, 2021.
- Opening plenary session on June 8, 2021

Targeted U.S. Healthcare Solutions*

- Health Information Technology/e-Health Solutions
- Dental Equipment and Supplies
- Cancer/Oncology Solutions
- Hospital Design/Build/Services
- Pharmaceuticals

**Note: Participation is subject to current USCS service eligibility criteria.*

Register

Please reach out to Taylor.Little@trade.gov to discuss eligibility and to receive a questionnaire so we can fully understand your goals.

Event dates

June 8-9, 2021

Location

Your Computer

Cost*

Small companies: \$900
Medium Companies: \$2,100
Large Companies: \$2,700

**Please note U.S. Commercial Service programs are eligible expenses under the STEP Grant for SMEs. Please reach out to your local State office to see if STEP Grant funding is available.*