



## Join COCIR and build a competitive healthcare market in Europe

### **Benefits for Companies and National Trade Associations**

#### **COCIR: a neutral but influential platform**

- Voice your company's views through a neutral and respected channel
- Influence regulatory framework on health care technologies through a continuous dialogue with policy makers and users
  - Prevention: receive early information and expert advice on regulatory threats and kill future regulation detrimental to our industry (EMF directive)
  - Curative: minimise impact of existing regulation
- Get visibility through COCIR's public relations activities (conferences, exhibitions, publications and partnerships)

#### **Join the club of major players in your industry**

- Break technical barriers to trade and ease market access for your Products
- Set COCIR Influence priorities
- Drive the industry agenda in collaboration with other industry leaders
- Benefit from collective competence from all COCIR members
- Steer standardisation and interoperability initiatives at European and International level

#### **Market statistics**

- Access affordable, reliable and sustainable market intelligence to:
  - Understand the market better
  - Steer business priorities
  - Know your company's market share
  - Make recommendations to policy makers based on accurate market data

#### **Save costs**

- Save costs by benefiting from the services and expertise of our Brussels-based office



## Join COCIR and build a competitive healthcare market in Europe

### **Specific Benefits for National Trade Associations**

- Represent the voice of the national level in Brussels
- Establish a direct link between your members and European decision makers
- Brainstorm with other national trade association
- Access market data on your national market

### **Specific benefits for those interested by China**

- Particular situation: healthcare reform
  - Policy changes expected
  - Huge investment opportunities
- Benefits for COCIR members
  - Be kept aware on policy updates
  - Be better prepared to approach the chinese market (time to market)
  - Actively influence future changes
  - Use EUCCC network and resources
  - Influence EC Delegation in China
  - Increase company visibility through events and conferences