



Rebstock Instruments made its mark on the Korean Healthcare & Medical Technologies market



[Rebstock Instruments](#) [1], a German manufacturer and supplier of surgical instruments and implants, attended the **EU-funded business mission to Korea** on [Healthcare & Medical Technologies](#) [2] this past March, thanks to the EU Gateway | Business Avenues programme.

Represented by its General Manager Mr Sebastian Rebstock, the German company showcased its wide range of high quality precision instruments in Seoul at a dedicated exhibition space, together with other 50 European companies which had been selected by the EU to represent the best of European advanced technologies in the sector. **Rebstock Instruments'** products for neuro, spinal, cardiovascular and orthopaedic surgery **generated significant interest among the Korean companies** present at the event.

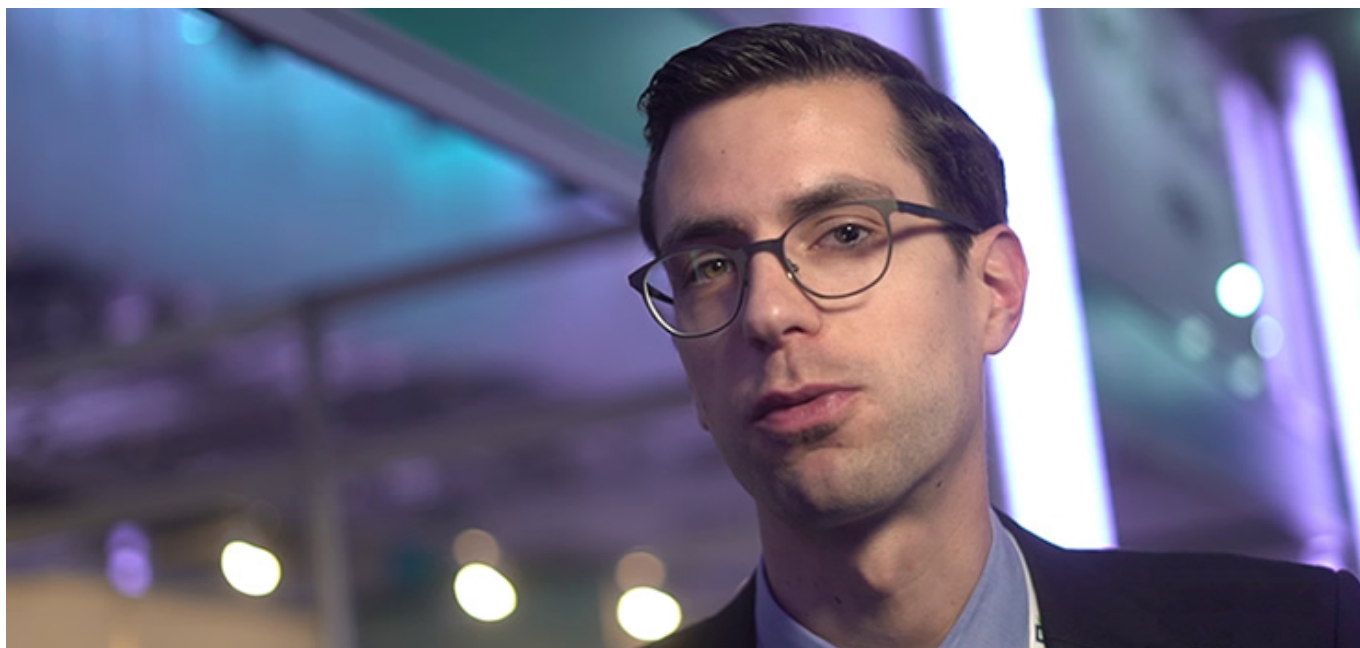


Our expectations were exceeded; I didn't think we would make this many good contacts in one day!
- Mr. Sebastian Rebstock, General Manager, Rebstock Instruments GmbH (Germany)

The outcomes of the company's participation to the business mission **went way beyond** their **initial expectations**. Besides getting multiple valuable contacts, **Rebstock Instruments managed to set the basis for long-term collaborations with reputable Korean companies**.

The Korean market proved to offer more business opportunities and have higher potential for Rebstock Instruments than they had previously thought. Such a successful experience was also made possible because the EU-funded initiative provided the opportunity to showcase Rebstock's innovative craftsmanship exclusively to relevant Korean companies through a **well-tested business matchmaking process**. The **quality of the contacts** made by the German manufacturer was outstanding, given that EU Gateway | Business Avenues had **pre-arranged meetings with potentially interested customers and business partners**.

Rebstock's General Manager credited the business matchmaking process as the catalyst for his [successful mission](#) [3] saying that as the visitors to the booth were already familiar with their products, he only interacted with companies that had a true interest in his business proposition.



This is the point that really makes the EU Gateway | Business Avenues missions so interesting and different from normal trade shows. You only have high quality visitors and meetings that are really interested in your products. This is a huge benefit. - Mr Sebastian Rebstock, General Manager, Rebstock Instruments GmbH (Germany)

Mr Rebstock successfully followed-up with three Korean companies and getting one step closer to having his products sold on the Korean market. One of these business opportunities is a **long-term agreement with an exclusive distributor in Korea**. Another significant deal was made with a **new OEM customer** who already **purchased some of their products during the event**.

We will definitely expand our business in Korea due to the business mission, and we already got some orders. - Mr. Sebastian Rebstock, General Manager, Rebstock Instruments GmbH (Germany)

Mr. Rebstock noted that the mission spearheaded their entry on an entirely new market and generated valuable opportunities for his company. **More business opportunities are now available to European companies in the Healthcare & Medical Technologies field targeting Asia**. Check [why expanding to Asia should be on your company to-do list](#) [4].



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Links

[1] <https://www.rebstock.de/>

[2] <https://www.eu-gateway.eu/node/25>

[3] <https://www.eu-gateway.eu/business-missions/business-week>

[4]

<https://www.eu-gateway.eu/news/healthcare-medical-technologies-why-expanding-asia-should-be-your-company-do-list>