



La **Maison** de l'**Innovation**  
de la **MÉDECINE SPÉCIALISÉE**

**"Fit for France"**

*« Learn the codes of the French healthcare market  
and launch with the MIMS as sparring partner »*

**MIMS "Fit for France" program benefits :**



**MIMS expertise  
& network**



**Access to  
healthcare professionals**



**Customized  
bilingual support**

**As an innovative company, you wish to contribute to the future of healthcare and enter the French market? The MIMS proposes a tailor-made program to get you ready, going through 4 steps :**

**1. Identify the right pathways**

Gain insights into the French market requirements and how your product may fit into French medical practice.

**2. Find your market positioning**

Challenge your business model and your value proposition with our experts.

**3. Choose the right wording to address your targets**

Adapt your story telling to your targets and get familiar with the codes of doing business in France.

**4. Build your first alliances in France**

Gain visibility and enrich your business network as an exhibitor at MIMS 4<sup>th</sup> Forum Innovation Santé (October 17-18, 2024).

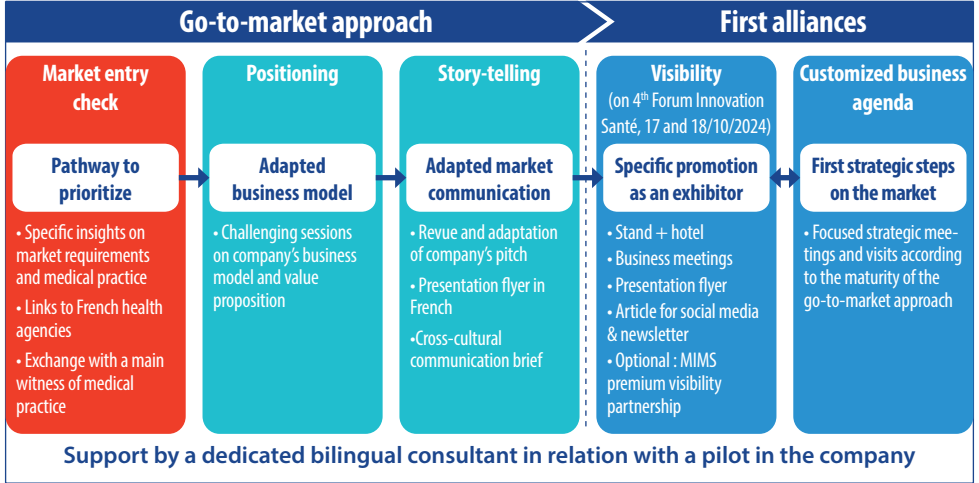
Benefit from a specifically arranged business agenda according to the maturity of your go-to-market approach.

# MIMS “Fit for France” Program

## Building blocks and sequencing

MIMS “Fit for France” program is designed to be customized and scalable, according to the maturity and specific features of your company.

The illustration below shows a basic program setting bringing a start-up company from a first market entry check to a focused business agenda, with adapted business model and market communication.



### Access to the MIMS network



+150 companies



+ 40 000 Healthcare professionals and patients



Medical Office 2030®

### Get started now !

Use the October 2024 “Forum Innovation Santé ” as a springboard for asserting your market presence in France !

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