

Up and away: Internationalization for Flemish HealthTech Start-ups and Scale-ups

Edition 2025

Summary:

Up and Away is a free course for healthtech companies sponsored by the provinces of East Flanders, Antwerp and Flemish Brabant. Organized by MEDVIA, each of the eight in-person sessions is focused on a key aspect of launching healthtech companies on the international market.

The course is targeted to start-ups, spin-offs and young companies based in Flanders. Companies can be at the start of their international market plans or have already broken into a market but want to expand their reach.

Program date 05 November 2024 (program is subject to change)

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Session 1: Market entry considerations

Session outline:

Before you decide to work towards entering a certain market, you need to evaluate your market fit. This will vary from country to country, but there are some general considerations to take into account before you can make an informed and strategic choice.

Topics for this session:

- Introductions & get to know the group
- General internationalization pathway
- Healthcare system
- Reimbursement models
- Regulations
- How to conduct a market evaluation (relevant parameters: accessibility, size, etc)
- Entry strategies (LLP, distributor, Inc, in-licensing, etc)
- ...

Date	21 January 2025
Time	12h00-17h30
Venue	Province House Flemish Brabant, Leuven
Format	<ul style="list-style-type: none"> • Presentations by experts <ul style="list-style-type: none"> ○ Imec.istart – Andrew Herweg ○ QbD – Luc Segers • Panel discussion with entrepreneurs that have gone international

• Agenda:

- 12h00-12:15: Arrival
- **12h15-12h30: Networking Game**
- **12h30-13h10: Introductions**
- 13h00-14h00: Lunch
- **14h00-15h30: Expert presentation**
- 15h30-15h45: Break
- **15h45-16h30: Panel Discussion**
- 16h30-17h30: Networking drink

Session 2: Europe

Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in Europe. (Strategic overview, regulatory, etc). We will focus on a selection of European countries, in particular:

- France
- Germany
- UK
- Netherlands
- ...

However, based on the interest of the registered companies, this list can be embellished or adapted.

Date	24 February 2025
Time	12h00-17h30
Venue	Wetenschapspark Universiteit Antwerpen, Niel
Format	<ul style="list-style-type: none"> • Regulatory expert presentations <ul style="list-style-type: none"> ○ De Clercq & Partners ○ Qualix – Ruth Beckers • Business expert presentation <ul style="list-style-type: none"> ○ Luc Kindt • Testimonials from companies <ul style="list-style-type: none"> ○ TBC

- **Tentative agenda:**

- 12h00-12h30: Arrival
- 12h30-13h30: Networking Lunch
- **13h30-14h30: Regulatory expert presentations**
- 14h30-14h40: Break
- **14h40-15h25: Business expert presentation**
- 15h25-15h40: Break
- **15h40-16h20: Company testimonies**
- 16h20-17h30: Networking drink

Session 3: Americas (US + ...)

Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in the US and other countries in the Americas as needed by the group.

Date	17 or 18 March 2025
Time	12h00-17h00
Venue	Health Hub Aalst
Format	<ul style="list-style-type: none"> • Business expert presentation: <ul style="list-style-type: none"> ○ Decimal.health – Sarah Boone • Regulatory & legal expert presentation: <ul style="list-style-type: none"> ○ Crowell & Moring – Evan Chuck • Company testimonies:

- **Tentative agenda:**
 - 12h00-12h30: Arrival
 - 12h30-13h30: Networking Lunch
 - **13h30-14h55: Expert Presentations**
 - 14h55-15h15: Break
 - **15h15-16h00: Company testimonies**
 - 16h00-17h00: Networking drink

Session 4: Asia

Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in Asia. Like with Europe, we will focus on a selection of Asian countries. Currently we are looking at:

- China
- Japan
- India
- South Korea

Date	22 April 2025
Time	12h00-17h00
Venue	Province House Flemish Brabant, Leuven
Format	<ul style="list-style-type: none"> • Expert presentations on topics specific to Asia Henk Joos / Flanders Investment & Trade / Icosa <ul style="list-style-type: none"> ○ How to recruit a stable staff ○ Beyond diplomas: How to find the right match ○ Innovative technologies to attract talent ○ Fiscal optimization of hiring your first employees ○ Outsourcing work ○ IP ○ Market entry strategies ○ China's impact on overarching strategy • Company testimonies

- **Tentative agenda:**

- 12h00-12h30: Arrival
- 12h30-13h30: Networking Lunch
- **13h30-14h55: Expert Presentations**
- 14h55-15h15: Break
- **15h15-16h00: Company testimonies**
- 16h00-17h00: Networking drink

Session 5: Workshop - Building your internationalization strategy

Session outline:

Now let's take what we have learned in sessions 1-4 and apply this to our own companies and products. We will organize into four groups, assign fictitious* products and develop an internationalization strategy together.

*Can also use products from participating companies as examples

Date	19 May 2025
Time	12h00-18h00
Venue	Niel
Format	<ul style="list-style-type: none"> • Moderator – Luc Kindt • Recap • Example • Workshop – done in collaboration with coaches <ul style="list-style-type: none"> ○ Select one or two countries to enter (pt 1) ○ Define value proposition (pt 1) ○ Evaluate market fit (pt 1) ○ Identify product classification (pt 2) ○ Select entry strategy (pt 2) ○ Define business model (pt 2)

- **Tentative agenda:**

- 12h00-12h15: Arrival
- 12h15-13h00: Lunch
- **13h00-13h20: Recap of previous sessions**
- **13h20-14h50: Workshop (pt 1)**
- 14h50-15h15: Break
- **15h15-16h45: Workshop (pt 2)**
- **16h45-17h30: Wrap-up**
- 17h30-18h00: Networking Drink

Session 6: Individual coaching on internationalization strategy

Session outline:

Let's take what we have learned in sessions 1-5 and discuss our plan with coaches and experts. Which countries are a good fit for our products? Why? What is your value proposition? What is your market-entry strategy?

Date	Online session, w/o 16 June 2025
Time	18h00-21h00
Venue	n/a
Format	<ul style="list-style-type: none"> • Prescheduled 1:1 meetings (20 minutes each) ○ Companies to provide a 1-pager at least one week prior to meetings

Summer Social Event

Date	26 June 2025
Time	18h00-21h00
Venue	Ghent
Format	<ul style="list-style-type: none"> • Keynote: Inspirational speaker • Plus walking/informal dinner

Session 7: Financing

Session outline:

Now that we know where we want to go and how, we need the means to make it happen.

- Investment readiness
- Attracting investment – leveraging your international strategy
- What to disclose to investors (and what not)

Date	22 September 2025
Time	12h00-17h30
Venue	Vlaams Brabant
Format	<ul style="list-style-type: none">• Ann Van Gysel – Moderator (TBC)• Expert presentations<ul style="list-style-type: none">○ PwC○ TBD

- **Tentative agenda:**

- 12h00-12h15: Arrival
- 12h15-13h15: Lunch
- **13h15-14h35: Expert Presentations**
- 14h35-15h00: Break
- **15h00-15h45: Company panel discussion**
- **15h45-16h30: Practice pitches**
- 16h30-17h30: Networking drink

Session 8: Pitching

Session outline:

In order to secure this financing, we need to pitch our products and company to different audiences. In this session we will practice doing just that!

Date	13 October 2025
Time	12h00-17h30
Venue	Niel
Format	<ul style="list-style-type: none"> • Welcome & ground rules of pitches • Pitches & panel Q&A • Winners & general feedback • Panel (TBC)

- **Tentative agenda:**

- 12h00-13h00: Arrival with sandwich lunch
- **13h00-13h30: First pitch session**
- **13h30-14h00: Second pitch session**
- **14h00-14h30: Third pitch session**
- **14h30-15h00: Fourth pitch session**
- 15h00-15h30: Break
- **15h30-17h00: Fifth pitch session**
- **17h00-17h30: Final pitch session**