

# News Release

**DATE:** September 13, 2010

**CONTACT:** Robert Keefer, Partner (North America)  
919-941-0700  
[robert.keefer@tcgmedtech.com](mailto:robert.keefer@tcgmedtech.com)

Reinhard Merz, Partner (Europe)  
49-6221-27262  
[reinhard.merz@tcgmedtech.com](mailto:reinhard.merz@tcgmedtech.com)

## TCG to lead AdvaMed Webinar

**Webinar to provide key insights for US medical technology companies planning to enter Europe**

**RESEARCH TRIANGLE PARK, NC, September 13, 2010.** Technology Commercialization Group, LLC (TCG), an international business development, strategy and implementation firm, today announced that partners Reinhard Merz, PhD, and Robert Keefer, PhD, will lead a webinar entitled “Best Approach for Launching and Selling in Europe”, for AdvaMed, on Wednesday, September 22, 2010.

“Increasingly, US companies are now looking to launch in Europe or seeking to expand their international business for a number of business and regulatory reasons,” said Dr. Keefer. “The goal in this webinar is to help companies understand how to do it successfully by fully addressing the regulatory, marketing and operations challenges they will face across the different EU markets,” he added.

“AdvaMed delivers many benefits to its members in the medical technology industry, especially emerging companies, and it is our pleasure to serve the organization”, said Dr. Reinhard Merz, a TCG partner who works out of the firm’s European office. Dr. Merz added, “The opportunities for US companies to enter Europe have never been better with the implementation of directives to harmonize regulatory, legal and patent issues”.

The webinar is scheduled for 11:00 am – 12:30 p.m. ET on September 22. Interested attendees may register here: <http://www.advamedmtli.org/go.cfm?do=Wercs.Display&WID=119>.

---

## **About TCG**

Technology Commercialization Group, LLC (TCG) is an international business development firm. TCG helps medical device, diagnostics and biopharmaceutical companies develop and implement strategies to enter new markets, acquire new products and grow their businesses. Headquartered in Research Triangle Park, North Carolina, USA, TCG also maintains a European office in Heidelberg, Germany.

For more information, please visit [www.tcgmedtech.com](http://www.tcgmedtech.com) or call TCG at 1-919-941-0700 (USA) or 49-6221-27262 (Europe).

## **About AdvaMed**

AdvaMed's member companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatments. AdvaMed's members produce nearly 90 percent of the health care technology purchased annually in the United States and more than 50 percent purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies.