



ISRAEL
Inspired by *innovation*



at Medica 2017

Düsseldorf / November 13-16 / Hall 16, Stand G40

Last minute arrivals

Meeting Global Healthcare Challenges

Bullpup Scientific



www.bullpupscientific.com

Category: Medical Devices

Sub-category: Medical Equipment, Disposable & Implantable

Therapeutic Area(s): ICU - Intensive Care unit

Company Status: Initial Revenues

Company at a Glance:

Bullpup Scientific was established by long time veterans of the IV catheter market in order to provide patients and caregivers with superior IV access solutions. Our efforts are driven by the lack of a viable, low cost, easy to insert IV catheter to serve the average patient, the difficulty in finding veins, the multiple needle sticks that result in patient discomfort and hospital acquired infections.

Technology & Product:

Bullpup Scientific has developed the M/29 Bullpup catheter - a novel IV cannula with a remarkable dwell time of up to 29 days, which far exceeds the average length of hospital stay. Yet it is as easy to use and as cost-effective as a standard IV cannula.

The M/29 Bullpup is a 8-10cm PU over-the-needle catheter. It is inserted like a standard IV cannula but its special design allows insertion without touching the catheter itself.

The M29 Bullpup™ is the first and only catheter system specifically designed to allow an extended dwell catheter to be inserted by any trained IV inserter.

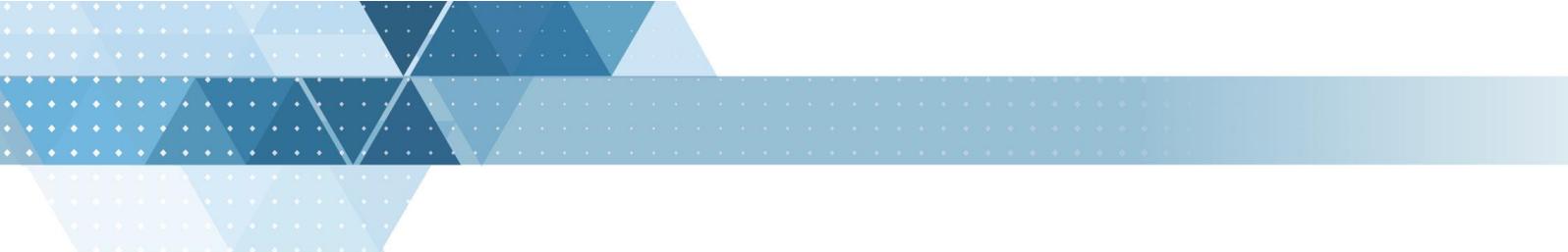
Quick and simple insertion reduces handling time and the associated risks of complications and increased costs.

Goals

Objectives: To be the product of choice in hospitals for patients of average length of hospital stay (3 days, up to 29) and any patient that might require restart of standard IV. To reduce restarts of IV insertions, needle sticks and number of insertion sites in hospital patients, with the lowest price in the market.

Target businesses: Looking for medical device distributors which have experience in IV access products, IV Catheters, and Disposable. With connections in hospitals, specifically in these departments: ICU, Internal, Geriatric

Target Countries: EU countries



Why Israel?

DIVERSITY is the backbone of Israel's Medical Device Industry:

Diverse Companies - Diverse Technological Implementation - Diverse Medical Applications.

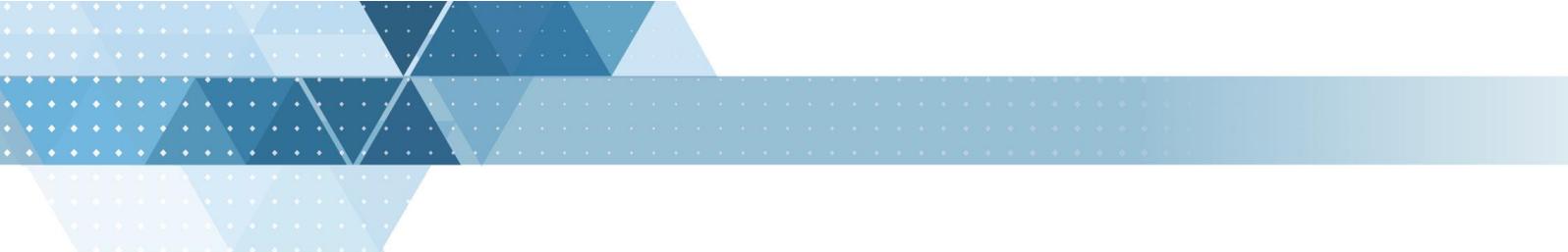
By the end of the 1990s, Israel was home to more than 200 life science companies. With steady growth over the last decade (some 40 new companies formed each year), Israel has introduced creativity and innovation into the field; today there are over 1300 active life science companies.

In a relatively short period of time, an impressive 40 percent of these companies are already generating revenues. Israel's entrepreneurial ecosystem creates opportunities for start-ups to become advanced, commercially viable and promising businesses. As proof of the industry's development, 2014 life science exports reached \$8.5 billion, growing steadily since 2008; while a rich pipeline of seed companies promises to perpetuate current growth.

The Largest Sector is Medical Devices and HealthCare IT Technologies (more than 65 percent of companies). In the medical device arena, Israeli scientists and engineers have integrated advanced technologies in electronics, communications and electrooptics to develop world-class innovations in Digital Imaging, Medical Lasers, Telemedicine, Early Diagnostic and Smart Surgical equipment and more. More than 500 medical device exporters engaged in a variety of medical applications such as Cardiovascular and Peripheral Vascular, Neurology and Degenerative Diseases, Emergency Medicine, Intensive Care and Rehabilitation, Respiratory and Airway Management, Oncology, Women's Health, Orthopedics and Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, Oral and Dental, Dermatology and Aesthetics.

There is no other country in the world with such a concentration of life science companies. Companies rooted in top international academic and research institutions; staffed by highly educated and skilled teams; operating within an entrepreneurial and audacious climate, to offer a variety of innovative medical solutions and technologies that answer today's healthcare challenges: to lower overall healthcare costs and meet the world's evolving needs of aging populations while creating significant investor value.





Israel Inspired by Innovation at MEDICA 2017

The Israel Export & International Cooperation Institute, supported by member firms, private sector bodies and the government of Israel, advances business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, the Institute helps build successful joint ventures, strategic alliances and trade partnerships.

The IEICI's Life Science Department is the leader in business matching between the more than 1,300 companies in the Israeli life science industry and worldwide business partners at all levels. It has a proven ability to identify and match suitable potential business partners, organize one-on-one business meetings, and is a focal point for contacts with the government as well as with industry.

The IEICI is the major organizer of Israeli companies' participation at MEDICA 2017.

Discover [Israeli Life Science Industry](#) with IEICI.

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The Foreign Trade Administration at MEDICA 2017

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry manages and supports Israel's international trade and trade policy. Through our headquarters in Jerusalem together with over 40 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide.

Israel's economic and trade missions are at the forefront of the Israeli government's efforts to boost our industries in foreign markets. Our team of highly experienced economic representatives and business consultants provide a wide range of services to Israeli companies and to the international business community.

The FTA is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways:

- The Trade Promotion Division - works to ensure the continued development of Israel's exports.
- The Trade Policy and International Agreements Division - responsible for Israel's free trade agreements, maintaining and developing inter-governmental relations and addressing regulatory barriers that affect Israeli industry.
- The International Projects and Financing Division - offers different programs that support Israeli companies in their business operations abroad.

At MEDICA 2017, for the 10th consecutive year our Economic and Trade Missions around the world will continue to work on connecting the international business community with Israel's innovative Medical Devices Industry, as it has done in previous years with great success.

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