



RECOMMENDATIONS FOR US-BASED MANUFACTURERS LOOKING TO EXPAND FOOTPRINT IN EUROPE



Think about Europe early in the clinical development process to maximise the European opportunity, **no later than in phase II** of clinical trials.



Understanding country-level reimbursement processes and pricing potential to help industry decision-makers think more intelligently about resource allocation in the long term.



Sourcing a partner experienced on the European market access is key to identify and mitigating the potential commercialisation challenges in these markets.