

case study

Advanced Engineering and Bio Medical

Company: CryoGENESIS International Ltd

Location: Liverpool

Business Link Northwest guides local companies to the free and impartial information and support that is available through the Enterprise Europe Network (EEN). Hosted by Business Link Northwest, the EEN is part of the official European Union business support network and helps companies take advantage of the wealth of business opportunities across Europe. EEN offers four main services; Research and enquiries, business opportunities, news alerts and a public procurement service, Tenders Electronic Daily (TED).

Getting to the heart of a foreign market can be challenging due to language barriers and legislation, but with a presence in 46 countries and 280 cities, the EEN service has its finger on the pulse of what is happening in Europe.

About CryoGENESIS International Ltd

The CryoGENESIS Group is a stem cell collection, processing and storage company. It specialises in the storage of stem cells that are extracted from a baby's umbilical cord blood at the moment of birth. The cells can be used to treat different types of cancers later on in life.

The Enquiry

The EEN Service has been able to provide support and information to CryoGENESIS a number of times over recent months. From an initial enquiry about the EEN's Business Opportunity Database, which can provide leads for businesses looking to expand into Europe, CryoGENESIS has accessed a range of resources in areas including language translation, expansion and legal matters.

The Solution

The EEN broker arranged for the translation of a document outlining the blood collection procedure from English into French and contacted the Human Tissue Authority on behalf of CryoGENESIS to find out about any restrictions on importing cord blood to the UK from other countries.

Paul Griffiths, Managing Director of CryoGENESIS, said: "Through EEN we managed to ascertain that there was a network that we could access immediately, to find agents to help us develop our business.

"We discovered that we could utilise a multi-language call centre, which would save us millionsof pounds by not having to establish a presence in every European country."

Paul added: "The help that the EEN service has given us has been absolutely fabulous and we will definitely continue to work with them in the future."



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