

SPOTLIGHT on INTERNATIONALISATION



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What is the 'secret sauce' for successful internationalisation?

It's a people business, that works well with long-term relationships.

First step towards internationalisation. Young start-ups struggle in establishing an internationalisation strategy, based on the available resources. What would be your tip to them, to maximise the impact of their actions?

Think about internationalisation from day one, especially if you are (like most startups) in a niche industry. And then choose your markets carefully, but not too carefully. I would go for a country where you have some link or connection (through the founding team, or maybe just by meeting a nice person), yet that is also on paper a good candidate (e.g. in healthcare: easier reimbursement, good research scene, ...).

Hand-on experience. Could you please summarise the internationalisation activities of your company in few sentences?

Epihunter is active in Belgium, the Netherlands, UK and Australia. We chose Belgium, the Netherlands and the UK based on their proximity and because we speak Dutch and English. And Australia, rather by accident, yet also because they have a very good research scene in epilepsy and have an easy reimbursement for our solution.

About Epihunter

Epihunter makes silent, difficult to notice absence epilepsy seizures visible. Current digital technologies are able to massively improve daily life of people with epilepsy (=1% of the world's population). Epihunter creates digital solutions to make epilepsy matter less at moments that matter most.

<https://www.epihunter.com/>

About CELIS Project

CELIS project combines some of the world-class life science ecosystems in Europe, where cross-sectoral fertilisation has given rise to promising new technologies and products, resulting in new value chains. The project builds on the existing Health Axis Europe Alliance, with the aim to professionalise and expand this inter-regional cooperation and increase its impact, especially for SMEs among their members.

<https://www.health-axis.eu/celis>

CELIS project can support the development of new international cooperation through travel vouchers (up to 1 100 Euro), within the so-called ClusterXchange. We can help you navigate through the process and application.

More information: <https://clustercollaboration.eu/clusterxchange>