



May 18, 2022

## **"New Export Nation Consortium", Micron to Receive Hands-On Expert Support for Overseas Business Development**

Micron, Inc. (Head Office: Tokyo, President: Michita Sato) is pleased to announce that it has been selected to join the "New Export Nation Consortium<sup>\*1</sup>" in 2022 to receive hands-on expert support for overseas business<sup>\*2</sup>. A kick-off meeting was held on April 26 already, and under the guidance of an expert, a roadmap was drawn up for the overseas marketing of SaMDs.

In addition to its business as a CRO supporting the development of pharmaceuticals and medical devices, Micron is also engaged in the development of SaMD products, supporting the development of medical devices and obtaining medical device approvals and certification, and the manufacturing and marketing SaMD products. In Japan, Micron has been entrusted with and supported the development of nearly 30 cases of SaMD. Additionally, in the "INDICATE<sup>\*3</sup>" project with the theme of "bridging programmed medical devices and diagnostic technology", we are introducing and proposing image analysis technologies that incorporate AI and other advanced technologies to the Japanese market.

Companies are selected annually for a one-year term to join the New Export Nation Consortium. Since fiscal 2020, we have been receiving hands-on support to expand sales of SaMD products in Asia and Europe by experts from the New Export Nation Consortium, with the aim of expanding the global sales of medical devices originated in Japan. We intend to expand the scope of the INDICATE project to regions outside of Japan to further develop SaMD product-related business and generate synergies for our CRO business. In addition, we will continue to contribute to healthcare by introducing image analysis technologies that can be used not only in the clinical development market but also in daily practice

\*1 New Export Nation Consortium:

The Consortium brings together a wide range of regional business support organizations, including government agencies, regional financial institutions, and chambers of commerce and industry, to provide comprehensive support to small and medium-sized enterprises (SMEs) seeking to expand their business overseas. The Japan External Trade Organization (JETRO) serves as the Consortium's secretariat.

\*2 Hands-on Expert Support for Overseas Business Development:

Under this program, a partner with expertise in overseas business provides consistent support from preparation of overseas business development, development of overseas sales channels, start-up, and operation support through continuous company visits and accompanying overseas business trips.

\*3 INDICATE :

INnovative Diagnostic Imaging Capabilities Adoption To End-users delivers innovative imaging technology to your doorstep. Micron aims to be a bridge between domestic and foreign companies that want to introduce SaMD in daily practices (Seeds), and pharmaceutical companies and medical device companies that are interested in advanced technologies (Needs).

**Micron, Inc. Company Information**

Head Office	3-13-16 Mita, Minato-ku, Tokyo, Japan
Established	October 3, 2005
Business Contents	<ul style="list-style-type: none"> <li>- Supports the development of pharmaceuticals, diagnostics, medical devices, biomarkers, and AI guided SaMD by utilizing imaging technologies</li> <li>- Clinical development support (monitoring, quality control, imaging core lab, image analysis, central imaging review, etc.)</li> <li>- PET tracer manufacturing support</li> <li>- Consulting for clinical development</li> <li>- Second-class marketing license for medical devices</li> </ul>
URL	<a href="https://micron-kobe.com/">https://micron-kobe.com/</a>

**Contact**

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