



April 25, 2023

## **"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 2023 to receive hands-on expert support for overseas business<sup>\*2</sup>. A kick-off meeting was held on April 25 already.

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 Software as a Medical Device (SaMD) products globally from experts from the New Export Nation Consortium, to expand the global sales of medical devices originated in Japan.

In particular, concerning marketing in Taiwan, we have completed medical device registration (Class II medical device) in the country, obtained a license from the Taiwan Food and Drug Administration (TFDA) for PMAneo brain imaging analysis software, and signed a distribution agreement with a local distributor.

At the end of 2022, the business plan submitted to JETRO was approved, and we have been promoted to Phase 3, the Business Plan Implementation Phase<sup>\*3</sup>, the final stage of the Hands-On Expert Support. This year, we're going to start distribution and aim to expand sales. Furthermore, we will start research into ASEAN or other countries and regions to develop new markets following Japan and Taiwan.

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 40 cases of SaMD.

Additionally, in the "INDICATE<sup>\*4</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.

- \*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 the 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 **Support phases**  
Phase 1: Company's overseas expansion level is in the "Strategy Building Phase" (at the time of application).  
Phase 2: Company's overseas expansion level is in the "Business Planning Phase".  
Phase 3: Company's overseas expansion level is in the "Implementation Phase".  
Excerpted and translated from the New Export Power Consortium Expert Support for Overseas Expansion (Hands-on Support by Partners) 2023 Application Guidelines.
- \*4 **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**

Micron, Inc. Sales and Marketing Department

E-mail	info@micron-kobe.com
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