Mauve

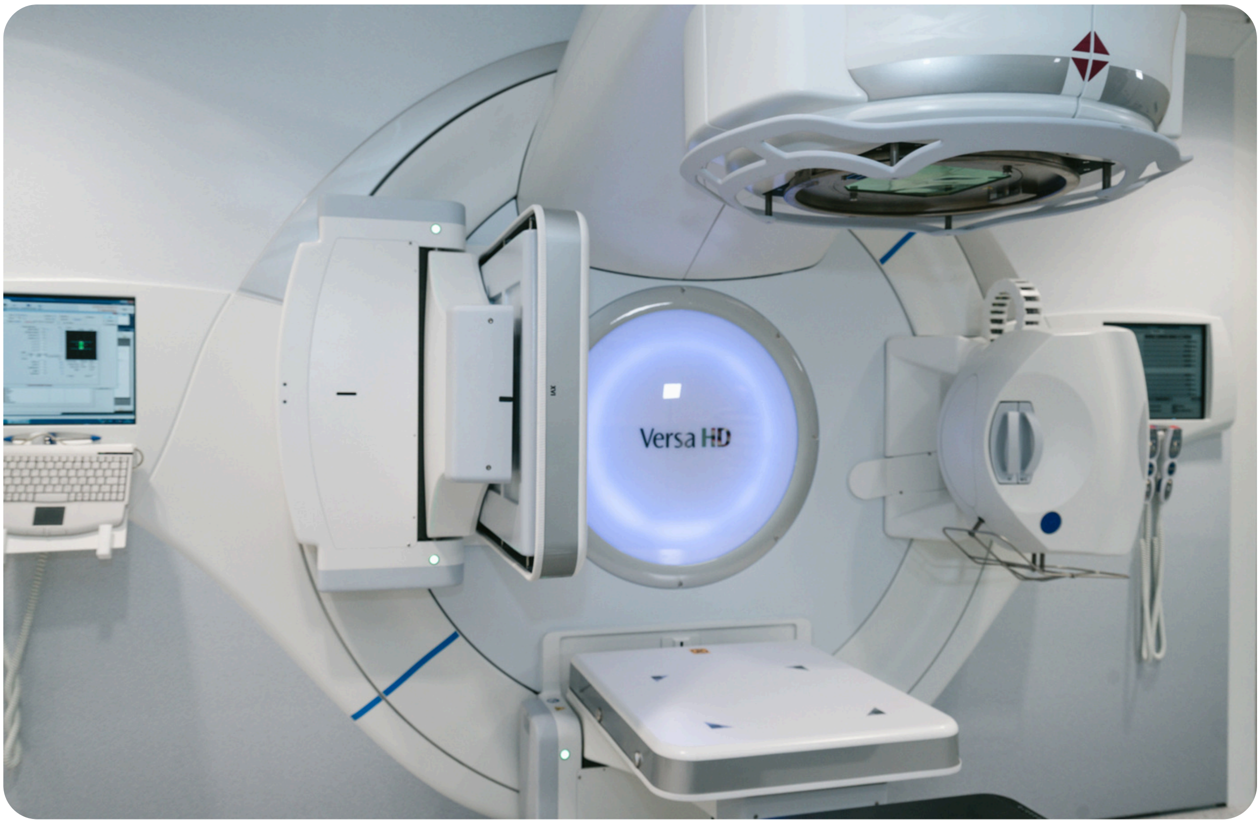
Internationalising MedTech: how Mauve can support the medical technology sector

A step-by-step guide to helping medical organisations go global

WHITEPAPER | MAUVE GROUP

As an employer, the shift from local to global is a significant step towards company success. But despite its plentiful opportunities for maximising profits and boosting brand recognition, going global is not always an easy step to take. This is particularly true within complex industries like the medical technology (medtech) and healthcare (healthtech) sectors.

According to the UK government, medical technology or medtech, "includes items we rely on every day, from a simple plaster for a scraped knee, to life-saving blood tests that detect cancer early and robots that can perform highly complex surgeries."



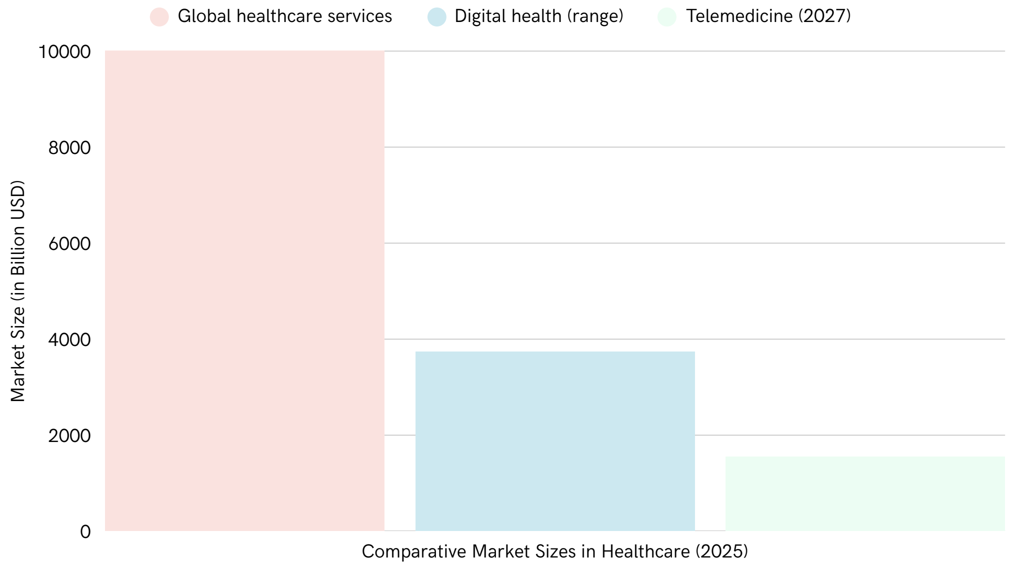
"Medtech products play a crucial role in the whole pathway of care, supporting people from prevention, through to diagnosis, treatment and ongoing management of health."

The dynamic medtech sector requires companies to remain at the forefront of new developments, meaning that global mobility is a must.

How going global can benefit medtech companies

Conquering new markets and territories provides a wealth of opportunities for medtech companies to accelerate their business growth.

As of 2026, the global healthcare market is valued at approximately $14.64 trillion – largely driven by digital transformation, AI integration, and a significant pivot toward preventive and outpatient care. 2025 saw the global digital health market size valued at $352.43 billion, and it is predicted to reach $2,654.49 billion by the year 2035. Meanwhile, the latest research shows the global telemedicine market is quickly expanding, with reports estimating its value at around $156 billion and predicting this figure to almost double by 2031.



North America and Europe currently hold 68% of the global medtech market share. However, recently, Medtech companies have begun shifting their focus to emerging regions of APAC, LATAM, and the Middle East for research and development of new medical devices. For example, at present, Central and South America account for approximately $400 to $450 billion in annual health expenditures, comprising roughly 4% to 5% of the global healthcare market.

Within healthcare, expectations are high, and responsibilities are extremely complex. Therefore, healthcare organisations, including medtech companies, require skilled and highly qualified professionals to meet the demands of the industry.

An established global presence introduces healthcare and medtech organisations to a wider global talent pool, So, they have access to a greater selection of highly qualified individuals and international talent, suited to the challenging responsibilities of these sectors.

Some countries excel in certain medical or technical specialities over others. For example, Colombia's medtech sector is a thriving hub, where innovation, clinical research, and sales continue to boom. This growth is largely facilitated by a streamlined Instituto Nacional de Vigilancia de Medicamentos y Alimentos (INVIMA) regulatory process. Add to this the country's many bilingual biomedical engineers, and close to 2,000 medical device companies, and its easy to see why it is a forerunner in the medtech field.

Other countries are hindered by a lack of local resources, impacting their ability to address skills gaps, therefore making it harder to keep up with accelerating medtech advancements, and so expanding into new territories allows them to access talent and remain competitive.

Additionally, healthcare and medical organisations can leverage global expansion to improve health equity and consistency in healthcare knowledge and treatments across borders.

In the years since the pandemic, the wake of this medical catastrophe has brought the various disparities in medical training, education, research and service into stark focus. While health inequalities from country to country have long been evident, the interconnected nature of the pandemic has hastened the need for greater uniformity in tackling health issues.

By expanding globally, organisations in the healthcare and medical sectors, especially the medtech industry, can bring their knowledge, products and services beyond their own countries to spark a more global approach to health.

What are the challenges faced by medtech companies when seeking to expand internationally?

Different types of organisations under the healthcare and medical umbrella may have different considerations depending on how they are funded and what their planned activities are.

For NGOs in the healthcare industry, operations are not-for-profit – unlike medical technology companies and pharmaceutical firms, which often create saleable products. For more information on how Mauve can support NGOs, **please visit our whitepaper.**

Medtech companies face unique considerations when expanding internationally. These include:

Compliance and approval processes

Regulatory compliance and international standards

Every country operates its own unique regulatory body, for example the FDA in the U.S., INVIMA in Colombia, and the EMA in the EU. Approval for medical technology and pharmaceuticals form these bodies must be secured before a product can be launched in-country. These approval processes can be lengthy and arduous.

In order to secure approval, companies must ensure they are 100% compliant with international standards, such as ISO 13485 for medical device quality management and ISO 14971 for risk management.

Data handling

Compliance is also crucial when it comes to GDPR and data privacy. Adhering to all local and international regulations pertaining to healthcare data is a must. Ethically, compliance is key, in order to comply with ethical standards and regulations set by ethics boards. This is especially important if trialing products on humans.

Due to the sensitive nature of healthcare data, it can be a target for cyber-attacks and so strong and effective security measures and adherence to security standards are necessary.

When expanding abroad, compliance should be top of mind for medtech companies with regard to region-specific clinical trials for medical products. Proving the efficiency and efficacy of your product using local data is important, because governments may have requirements for clinical evidence.

Some countries require data localisation, meaning data must be stored within the country. Ensure systems comply with data transfer laws if data needs to be shared across borders.

Understanding the market

In-country factors

Unlike other industries, the overall healthcare industry is directly impacted by variances in socio-economic factors and populations across different countries. For example, differences in wealth, lifestyle, housing, diet, and many other factors influence the type of health issues prevalent across countries and therefore the types of cures, treatments, and technologies medtech companies are required to develop in order to meet local needs.

A key example of this can been seen in the Colombian medtech sector's pioneering of rapid, on-site diagnostics for Chagas disease, a parasitic infection transmitted by pito insects, which is typically contracted in rural, thatched-roof homes across Colombia's jungle and mountain regions. This breakthrough allows for immediate treatment to prevent irreversible heart damage, highlighting Colombia's leadership in developing specialised medtech for local tropical health challenges. The vast diversity between countries suggests the need for greater preparation and extensive research when seeking a new location for expansion..

In-country healthcare landscape

Before entering a new market, a medtech company should ensure that the nation's healthcare system is equipped to take on and benefit from new technology.

Organisations should be mindful of their target country's competition and market rules and aware of how these impact their operations.These may differ from what they are used to in their home countries. For example, in the UK, the Health and Social Care Act grants powers to the sector regulator to "apply competition law to both publicly and privately funded healthcare."

Market research

Market research for medtech products should also include getting to grips with the specific needs of the country in question. What are the prevalent health risks and causes? What are the environmental conditions? Will you be dealing with inhospitable climates or remote landscapes? You will need to know this when adapting your product to meet the needs of the new market.

Localisation

Ensure that your designers are up to speed with local language and cultural nuances. You may need to employ a localisation expert to support with the language used in any interface, patient education materials or support services being developed.

Distribution

Create connections with local healthcare providers, distributors and government bodies can ensure a smooth market entry. Providing training programmes for local professionals who'll be using your product will promote the seamless integration of your offering.

Intellectual property protection

Patents and IP laws

Ensure patents, trademarks, and other intellectual property protections are registered in each market to prevent unauthorised use or replication of products and technology.

Counterfeit and Grey Market risks

In some regions, the risk of counterfeit or unregulated copies of medical devices is high. Implement measures to prevent counterfeits, including supply chain tracking and anti-counterfeit technology.

Financial and pricing strategies

Reimbursement systems

Understand local healthcare reimbursement models, as they vary widely and can affect demand for medical devices and treatments.

Pricing sensitivity

Pricing should consider local purchasing power and healthcare spending levels, with options for flexible or tiered pricing to improve accessibility.

Currency and payment management

Exchange rate fluctuations can impact revenue. Consider strategies to mitigate this risk, especially in regions with unstable currencies.

> A strategic approach to these considerations can help medtech and healthcare companies successfully navigate the complexities of international expansion and better support patient outcomes worldwide.

Key considerations

Mistakes in global employment usually stem from a lack of understanding of the individual circumstances of the project at hand. In some instances, errors can occur if applying a time or cost-saving solution that is not appropriate.

To ensure full compliance, employers should research the countries' regulations thoroughly before expanding. Returning to the benefits of international employment, going global offers a range of possibilities for employing skilful talent. However, whether you are hiring workers who reside in the foreign country already, or plan to move existing employees to the new location, it's important for your healthcare organisation to consider the operational and logistical factors of global expansion.

As there is very rarely a "one-size-fits-all" approach to global mobility, take some time to weigh the situation up properly, speak to experts and ensure you have a well-rounded view beforehand. The following questions will be helpful in gaining a better understanding:

Location

- Where will the individual be located?
- From a duty of care and compliance viewpoint, what is the stability of that location?
- Do any security or safeguarding measures need to be set in place?

Nationality

- Where is the individual from? This could raise further questions about visas, tax liability etc. and is, therefore, an important consideration.
- With a widely distributed global workforce, it can be difficult to monitor workers' individual details and reliability. Conducting a background check can prevent any breach of regulations or security, and ensures they are qualified for what is required in their job role.

Relationship

- How is the person connected to your organisation?
- Are they a temporary hire and will they be offered another position with your organisation once the original project is complete?

Timescale and scope

- What type of work will the individual undertake at the planned location and for how long a period? Start and end dates are particularly important for foreign nationals as they could determine the best immigration routes.

Legal, HR and contracts

- What type of contract suits the assignment – fixed-term, permanent, part-time?
- Is the individual considered a contractor or a full employee? If you are unsure about the legal definition of the person's role, take the 20-Factor Test to confirm – your Mauve representative can supply this.
- Look at local labour laws – are your HR practices and standard terms acceptable in the country of work? What does local legislation say around performance, disciplinary, and termination procedures?

Tax, payroll and payments

- Where should they be paid?
- What is their salary?
- Are there any bonuses, rewards or expenses due?
- Do these align with the expected salary levels expected or legislated in the future country of work? Will payment for their assignment come from your organisation, a local branch or third party?
- The possibility of fluctuating exchange rates should be considered; if payments are made to/from a local bank account, consider the logistics and any losses which may be incurred as a result.
- Where do they pay tax and SS?
- Are you creating any tax liabilities locally through your chosen solution?

Partners

- Does your organisation have any local partners who can assist with either advice or services? This may be a local production or distribution partner or a third-party specialising in local hire/HR such as lawyers, accountants, and so on.

Future plans

- Is this hire/relocation the gateway to bigger operations in the region in the future? A temporary solution may need to become more permanent further down the line; do you need to take steps to strengthen the organisation's position, by establishing a branch or some other form of local entity? It could be more cost-effective to do so, if operations are likely to become long-term.

Entity types and structure

- If you are considering setting up a new local entity or an overseas branch, think about the legal structure of your existing organisation and what this means for your overseas options.
- Can you register your company as a foreign entity in-country?
- How will you arrange the organisational structure and autonomy between the central organisation and the local offshoots?

Facilitating the global assignment

The best method to enable the assignment will depend greatly on the individual circumstances, as these may cause local employment, immigration, and taxation laws to come into play.

Look carefully at your answers to the questions above. Seek expert advice, familiarise yourself with local laws, and gauge which option is best suited to your assignment goals.

The main routes include:

Direct hire of the individual - In certain circumstances, or if a medtech company has a local entity that can legally employ staff, it can place the individual on its own payroll and employ them directly.

However, it is important to be mindful of the employment and taxation laws of the country with this type of solution. Are you set up to payroll in country, if the salary needs to be paid locally and will you incur fees by doing so?

Will you need to amend the employment contract to adhere to local employment laws? In certain countries, long-term activity a may prompt permanent establishment/foreign employer risks.

Employer of Record - A third-party organisation specialising in global employment can provide a type of service known as Employer of Record (EoR). Through this solution, an organisation is able to outsource the employment of the worker to the EoR company's local entity, but still retain control over the employee's day-to-day activities.

EoR companies are well-versed in the local legal knowledge necessary to employ individuals and can cut through the local red tape on your behalf. They will take on responsibility for multiple requirements, including local payroll and liaison with the authorities saving you time, expense, and stress.

Global Business Expansion - If your operations are going to be long-term or permanent, or you need to hire a large number of individuals, it may be a more cost-effective route to establish a local entity.

This also depends on the individual circumstance of the project and location. There are many types of entity options in each country Without full local knowledge, it can be a complex process to understand. So, a third-party expert supplier can advise on the best option.

Global Payroll - Engaging Mauve Group's Global Payroll service will allow your company to outsource all in-country payroll services to Mauve. Our team of experts will ensure 100% tax compliance and the timely remittance of salaries to your workers abroad. We'll also establish in-country payroll, including employee registration with the local authorities.

Our global payroll experts create and file comprehensive reports, as well as securely-held payroll records – which you can access at all times. Our team also stays ahead of all the latest updates to local tax regulations and incentives, so can make any and all necessary changes.

Consultancy Services - Our Global team can conduct compliance assessments, ensuring all labour practices, salaries, and contracts are in adherence with local regulations.

Mauve's HR team can also help medtech companies to establish competitive pay structures and reward schemes for their international employees.

Global Visa and Immigration - Mauve Group's team of experts in global visa and immigration can support NGO clients to comply with visa, immigration, and residency rules in their country of expansion.

Our experts advise on the best immigration routes, and carry out corporate work permit, global visa, and residency applications. So, NGOs can trust Mauve with the efficient and compliant transfer of employees.

Independent Contractor Solutions - If the scope of work is for a fixed term and meets certain criteria, independent contracting is another option for medtech companies. To be considered an independent contractor, the worker should generally contract to multiple clients, have their own equipment and manage their own hours and activities.

If they could be characterised as a full employee, there are heavy penalties imposed for misclassification as an independent contractor. Solutions like Agent of Record can ensure your contracting agreements are fully compliant.

Testimonial

Mauve Group works with more than 20 organisations in the medical sector across a broad scope of fields including healthcare, health technology, medical testing and diagnostics, pharmaceuticals, biotechnology, medical NGOs, and more.

One of these organisations is Creo Medical, an innovative global medical device manufacturer. Dedicated to improving patient outcomes, Creo Medical applies Advanced Energy to the emerging field of surgical endoscopy. Mauve Group provides Employer of Record and Global Payroll services to Creo Medical. Read the following testimonial to learn more.

"In 2023, Creo Medical approached Mauve Group for assistance when expanding into the Netherlands, where we did not have an existing entity or payroll presence. Mauve's Employer of Record service has enabled Creo to hire workers in a country where we have no expertise, negotiating the differences in the rules and regulations between the Netherlands and the UK on Creo Medical's behalf.

Since Creo Medical started partnering with Mauve Group, I have been very pleased with the service provided. Our contacts have been responsive to any queries and the overseas payroll management has been handled efficiently.

I would recommend Mauve's services to other organisations in need of assistance with overseas employment and payroll."

Emma James, Payroll and Benefits Manager, Creo Medical

Get in touch

For further guidance about any of the hiring options detailed above, or how we could help your particular university or educational body to expand its global operations, please contact Mauve Group.

Send us a message via the online contact form on our website, and our team of experts will respond to you promptly.

With staff stationed around the world, in multiple time zones, we are ready and waiting to hear from you.

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