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PROJECT № 2096

Production of Equipment for Emergency Medical Services for the European Market (Turkey)

REQUIRED INVESTMENT AMOUNT:
$1 205 000

RETURN ON INVESTMENT:
463%

Project Description:

The project involves the establishment of a manufacturing enterprise with an area of **1,000 m²** for the production of equipment for emergency medical services (**EMS – Emergency Medical Services**) with a focus on the European market.

The production will be located in **Turkey (Istanbul),** which will ensure fast logistics and stable supply for medical institutions and ambulance services in Turkey, Europe, and the Middle East.

Current Status:

- A company was registered in **2024** for the implementation of the project, possessing the necessary licenses and permitting documentation to carry out activities related to the production and sale of medical equipment.
- A portfolio of medical products has been developed
- A strategy for entering the European market has been prepared
- An analysis of the **European EMS** equipment market has been conducted
- A production model and a financial model of the project have been developed

  Planned production facility: **Area: 1,000 m² including two production direction:**
- plastic production (plastic injection)
- textile production of medical equipment

The project plans to produce a wide range of medical equipment. The main product line includes trauma and immobilization equipment, bleeding control products, and rescue equipment.
The product range includes such items as cervical collars, tourniquets, limb splints, pelvic compression belts, head immobilization systems, KED trauma vests, and other medical products used in first aid and patient transportation.

The project's business model assumes three sales directions:
production of equipment for European brands under OEM contracts, supply through medical distributors of the European Union, as well as development of its own brand.

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Project Advantages:

Customs Advantages

Turkey has a **customs union with** the European Union, which provides favorable trade conditions and reduces customs barriers.

Integration into the New EU Industrial Strategy

Within the framework of the **European Industrial Acceleration Act 2026** initiative and the existing **Customs Union** between the EU and Turkey, there is a probability that by the beginning of **2027**, products manufactured in Turkey may be considered as products compliant with European industrial requirements and standards, which significantly increases the investment attractiveness of the country and creates favorable conditions for the placement of OEM production.

In addition, the production of EMS equipment in Turkey is currently limited, which creates an additional market niche for a new manufacturer.

Strategic Geographical Location

Within the framework of the **European Industrial Acceleration Act 2026**, the European Union is strengthening its course toward reducing dependence on remote manufacturing markets, particularly on Chinese suppliers, and toward developing more sustainable and localized production chains. Priority is given to placing production capacities in countries geographically and economically close to the European market.

In this context, placing production in Turkey creates significant strategic advantages, providing fast and efficient access to the markets of Europe, the Middle East, and North Africa, as well as allowing a substantial reduction in logistics time, transportation costs, and risks associated with global supply chains.

The average delivery time from Turkey is **3–5 days,** while deliveries from China take **30–40 days.**

Industry Expertise of the Project Team

Many years of practical experience in the field of emergency medicine and ambulance services makes it possible to develop more efficient and functional medical products, taking into account the real needs of medical personnel and the shortcomings of existing solutions.

Economic Advantages

- low production cost
- high product margin (on average 46%)

Market and Prospects

The market for emergency medical equipment in Europe is estimated at approximately **USD 6.54 billion.**

The main market segments include ambulance equipment, trauma equipment, patient transportation systems, and medical training solutions.

The target segment of the project’s products is approximately **USD 1.28 billion,** and the total annual market of key products is about **USD 298 million.**

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Required Investments

Total investment volume: **€1.1 million ≈ $1.20 million**

Investment details:	Amount,€
Equipment	€555,000 ≈ **$605,000**
R&D	€180,000 ≈ **$196,000**
Site preparation/setup	€120,000 ≈ **$131,000**
Working capital	€250,000 ≈ **$273,000**
Total: €1 100 000 ≈ $1 205 000	

The project's production model provides the production of a wide range of medical equipment, **including cervical collars, tourniquets, trauma splints, pelvic belts, KED vests, and rescue stretchers.**

The average production cost per unit is about **€50,** with an average selling price of about **€93,** which ensures an **average gross margin of about 46%.** Planned Annual Production Volumes:

- Cervical Collar — 1 000 000 units
- Tourniquet — 1 000 000 units
- Pelvic Belt — 100 000 units
- Extremity Splint — 100 000 units
- KED Trauma Vest — 100 000 units
- Femoral Traction Splint — 100 000 units
- Rescue Stretcher — 10 000 units

Investment Proposal

To implement the project, it is proposed to attract investments in the amount **of €1.1 ≈ $1.20 million** in exchange for a **25%** share in the company.

Due to the combination of competitive production cost, stable demand for key medical products, and growing sales volumes, the project forecasts stable growth in revenue and profit over **5 years:**

- Total revenue: **€68.49 million**
- Gross profit: **€31.5 million**
- Net profit: €20.48 million ≈ **$22.32 million**
- Investor's net profit over 5 years: **€5.1 million ≈ $5.56 million**

$$ROI = \frac{Net\ Profit}{Required\ Investment} \text{ x } 100\ \% = 463\%$$