

CASE STUDY · 05 / DEAL SOURCING & INTRODUCTIONS

Ezisurg — laparoscopic and general surgical instruments

China → Ethiopia · MedTech — surgical instruments · <https://en.ezisurg.com/>

THE BRIEF

A Chinese surgical-instrument manufacturer needed a compliant import pathway into Ethiopia and a distributor with real hospital coverage — not a broker. Target: first commercial order inside the quarter.

WORKFLOW

- 01

Built the EFDA-compliant import pathway with product dossier and local agent appointment.
- 02

Shortlisted three hospital-group distributors; selected one after reference checks.
- 03

Structured the first commercial PO with staged LC payment and forwarder handover in Addis.
- 04

Set up a 90-day post-shipment support plan for surgical-team training.

OUTCOME

Compliant import pathway built with a hospital-group distributor. First commercial order landed within the quarter, followed by a repeat order the next.

KPIs

TIME TO FIRST ORDER	REGULATORY PATHWAY	DISTRIBUTOR TYPE
< 1 quarter	EFDA compliant	Hospital group

Client identity withheld under NDA where applicable. Additional references available on request during the consultation phase.