



RehAllianCE

SME Success Story

RehAllianCE - Strengthening the innovation capacity of SMEs in the rehabilitation sector

DIGITAL SOLUTIONS FOR REHABILITATION AND PHYSICAL ACTIVITY

Company: GABEL TECH S.R.L.

GABEL
tech



The Challenge

Gabel Tech sought structured support to define its market strategy, including pricing, distribution channels, competitor analysis, the identification of strategic partners, and the most promising European markets for commercialization. The company needed detailed, data-driven insights to strengthen its commercial strategy and scale its solutions.

The RehAllianCE Support

Through the services provided by RehAllianCE, Gabel Tech received market insights, an initial mapping of potential distributors and partners, and information on product and UX/UI aspects. While the services provided useful support for market assessment, the company identified opportunities for further improvement, particularly regarding the depth of market research, regulatory guidance, available resources, and stronger links with the medical sector.

SME Testimonial

The RehAllianCE services provided valuable market insights and an initial overview of potential distribution channels and partners. The collaboration was highly appreciated, while additional resources, more detailed analyses, and longer engagement would further strengthen support for strategic business development and market expansion.



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RehAllianCE: Supporting SMEs towards Rehabilitation Innovation



Project website: <https://www.interreg-central.eu/projects/rehalliance/>

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