



China Medical Market, IVD Market & China International Medical Equipment Fair

CMEF  **IVD**



CMEF
中国国际医疗器械博览会

CMEF
China International
Medical Equipment Fair

Webinar Agenda

- Introductions – Rich Craig, CS Beijing
- How to Register Medical Device in China - Andy Luo, Jyton Group
- China's IVD Market – Lynn Jiao, CS Shanghai
- Why China – Sherman Li, CS Guangzhou
- Introduction to CMEF – Geoff Sauer, Reed Exhibitions/Reed Sinopharm
- IVD Focus at CMEF - Herb Burklund, Scherago International
- How to Achieve Success in the China Market - Lee Boyd, Beckman Coulter
- IPR – Conrad Wong, PTO
- Q&A
- Shenzhen – a leading IPN Second Tier City – Sherman Li
- FCS Services & Contacts – Richard Craig
- Close

The CS China Healthcare Technology Team



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Rich - Beijing



Shuyu - Beijing



Kevin - Shanghai



Misha - Chengdu



Sherman- Guangzhou



Lynn - Shanghai



How to Register a Medical Device in China

Mr. Andy Luo

Manager/Business Development

Jyton Group



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China's IVD Market

Lynn Jiao

Sr. Commercial Specialist

Shanghai, China

Why Come to China? China Medical Market Overview

Sherman Li
Commercial Specialist
CS Guangzhou



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Introduction of CMEF

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Reed Exhibitions: Geoff Sauer



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IVD Focus at CMEF

Mr. Herb Burklund
President
Scherago International



How to Achieve Success in the China Market

Mr. Lee Boyd

Diagnostic Marketing Manager

Beckman Coulter



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Protect your IPR

Conrad Wong

Patent and Trademark Office
Guangzhou, China



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Q&A



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Shenzhen – a leading IPN Second Tier City

Sherman Li

Sr. Commercial Specialist

CS Guangzhou

Key Emerging Markets for US Medical Equipment & Devices Exports

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Tianjin (1)

Dalian

Qingdao

Nanjing (3)

Hangzhou

Xiamen

Chongqing

(4)

Shenzhen

(2)

Shenzhen is an Ideal Venue for CMEF

- Population 10 million (as of 2005); Per capita GDP US\$ 7.8K
- One of the wealthiest and most open cities in China
 - The per capita disposable income in *Shenzhen* is about \$3,330; 3x higher than national average for urban residents. In 2005, spending on medicine and medical services made up 6% of household per capita expenditure, up from 4% in 2000.
- Imports are well received due to proximity to Hong Kong
- 1,000 distributors based in Shenzhen
 - Market can also be accessed through Hong Kong
 - Ideal Base for U.S. exporters to launch into Pearl River Delta
- **Best prospects:** electro-cardiographs, ultrasonic scanning apparatus, breathing appliances and gas masks, orthopedic appliances and dental X-ray machines.
- **What hospitals buy:** High-tech & expensive equipment are key branding factors for Shenzhen clinics and hospitals; price is less a factor when buying.
- In 2006, an estimated \$105 million of \$116 million of medical equipment arriving through port remained in *Shenzhen hospitals*.



The U.S. Commercial Service

Services and Contacts

Richard Craig
Commercial Officer
CS Beijing

Find the Right Markets and Partners With Our Products and Services

- Gold Key Service / International Partner Search
- International Company Profile
- CNUSA – Chinese edition
- Featured U.S. Exporter
- Customized Market Research
- Single Company Promotions
- Trade Missions/ Trade Fairs/Catalog Exhibits
- International Partnership Network





Our Network & What it can do for you

- Trade specialists in over 100 U.S. cities and 150 countries worldwide



We can...

- Locate international buyers, distributors & agents
- Provide expert help at every stage of the export process
- Help you to enter new markets faster and more profitably



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- US Department of Commerce, Commercial Service
- 82 foreign countries, 105 U.S. Export Assistance Centers across America
- China Business Information Center
www.export.gov/china
- Commercial Service, U.S. Embassy, Beijing
www.buyusa.gov/china/en/healthcare.html



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Thank you for
participating

See you at CMEF in Shenzhen!

April 18 to 21, 2009