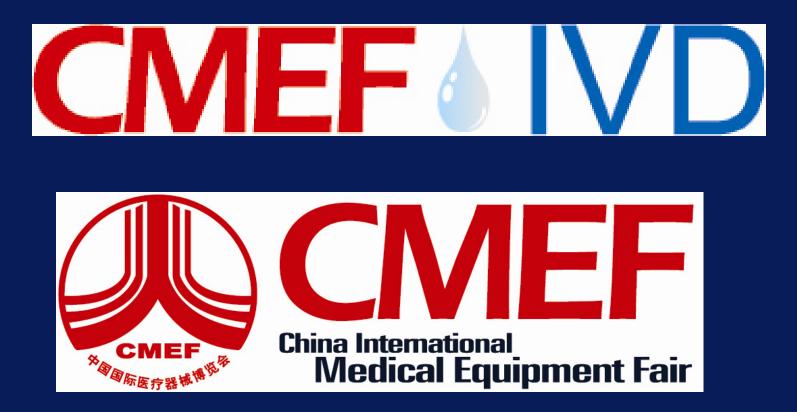


China Medical Market, IVD Market & China International Medical Equipment Fair





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















How to Register a Medical Device in China

Mr. Andy Luo Manager/Business Development Jyton Group



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



Introduction of CMEF



Reed Exhibitions: Geoff Sauer



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



Protect your IPR

Conrad Wong

Patent and Trademark Office Guangzhou, China







Shenzhen – a leading IPN Second Tier City

Sherman Li Sr. Commercial Specialist CS Guangzhou



Key Emerging Markets for US Medical Equipment & Devices Exports





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*.



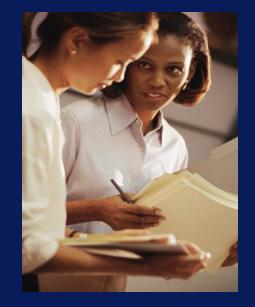
The U.S. Commercial Service Services and Contacts

Richard Craig Commercial Officer CS Beijing



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- 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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- China Business Information Center <u>www.export.gov/china</u>
- Commercial Service, U.S. Embassy, Beijing <u>www.buyusa.gov/china/en/healthcare.html</u>



Thank you for participating

See you at CMEF in Shenzhen! April 18 to 21, 2009