



# Healthcare

## Medical Equipment

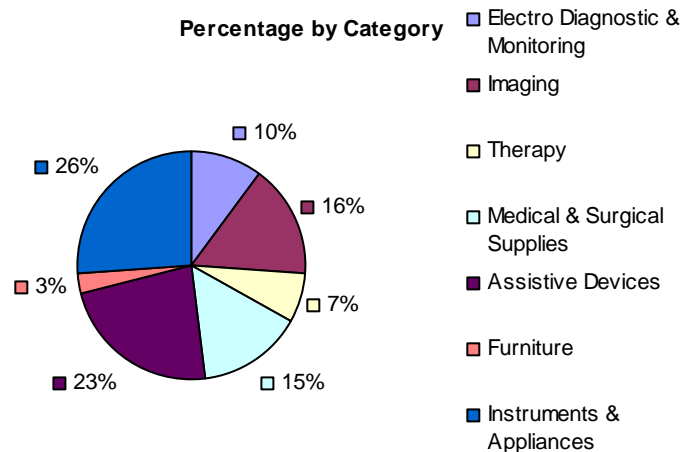
### MARKET FACTS

- ▶ The medical industry sales in Canada exceeded US\$4 billion in 2006, of which 50% occurred in Ontario and 25% in Quebec.
- ▶ Top market demand was for diagnostic, monitoring, therapeutic, assistive, and surgical equipment.
- ▶ Demand from public hospitals accounts for about 75 percent of the market for medical equipment. Most of the remaining 25 percent is from privately run medical services clinics, as well as private and government-funded medical laboratories.
- ▶ Growth in demand for modern, cost-efficient medical equipment is expected to average between five and ten percent in 2006-2008. The most noticeable increases in sales are expected to be for diagnostic equipment using x-rays, magnetic resonance and other imaging technologies.

### U.S. SUPPLIERS

- ▶ The United States is Canada's prime source of medical equipment.
- ▶ According to Statistics Canada, approximately US\$1.6 billion worth of medical equipment was imported from the United States in 2005, accounting for 56 percent of Canadian imports and 37 percent of the total market.
- ▶ U.S. manufacturers enjoy a good reputation in Canada. U.S.-made medical equipment is generally known for its quality, reliability and advanced technology.

### CANADIAN IMPORTS BY CATEGORY



### CANADA'S HEALTHCARE SYSTEM

Canadians regard their universal health care system financed by income taxes as a defining element of Canadian society. Spending on healthcare services represents more than 10 percent of Canada's GDP. The Canadian government remains committed to transferring additional funds to provinces to maintain universal access to necessary healthcare services for Canadians. Contact the U.S. Commercial Service in Canada and explore the export opportunities in this market.

### THINK BIG! THINK CANADA!

For more information and guidance regarding regulatory requirement and market entry, contact Pierre Richer, Commercial Specialist at the U.S. Commercial Service in Montreal at (514) 398-9695, ext. 6-2261 or e-mail your comments and request to: [Pierre.Richer@mail.doc.gov](mailto:Pierre.Richer@mail.doc.gov).

**Think BIG! THINK CANADA!**

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