



## Market Data

The medical device market in Southern China has been growing steadily as a result of more and more interest from local medical facilities in importing foreign devices. From 2001 through 2008, Chinese imports of medical devices increased from \$1.64 billion to \$5.22 billion, recording an average annual growth of about 30%. However, local manufacturers still account for the majority of sales. In southern China, there are 11,000 local manufacturers and they generate an annual production of about \$27.1 billion. Major buyers consist of 19,800 hospitals, 3,580 CDCs, and 80,000 urban & rural health centers. On average, 300 new hospitals were built each year from 1990 to 2007. To meet this increasing demand for medical devices, there are 50,000 medical device distributors throughout China, with Beijing, Shanghai and Guangzhou being recognized as its main distribution centers. Some of the major overseas medical device companies in China include: GE Healthcare, Siemens, Philips, Johnson & Johnson, Beckman Coulter, Medtronic, Abbott, Baxter, BD, Tyco, Desply, Roche, Drager, Hitachi, Toshiba, Shimadzu, Olympus, and Aloka. Some of the major local medical device companies include: Mindray, Wandong, Neusoft, MicroPort, Anke, Shinva, Shanchuan, Double-Dove, and Landwind.

## Market Trends

China's new Healthcare Reform Plan of \$125 Billion (RMB 850 Billion) was approved in January 2009. This plan contains the following major health developments:

- 2000+ hospitals
- Higher importance placed on developing community health services for urban residents
- Greater efforts on control and treatment of chronic diseases



## South China Snapshot:

### Medical Devices

## Opportunities from New Medical Healthcare Reform Plan:

Overall demand for medical devices in China is expected to expand steadily in the future in the following areas:

- **Health maintenance/services** (e.g. health check-up, home medical care, and nursing)
- **Preventative tests** for women's health, infant health, food and cosmetic safety, infectious diseases, health problems caused by water and air pollution and occupation
- **Rehabilitation services** for patients with chronic diseases (e.g. hypertension, osteoporosis, sleep disorder, arthritis, diabetes, stroke, mental disorder, asthma, etc.)
- **High-cost sophisticated surgical procedures** for patients with cancer, and cardiovascular, orthopedic, eye diseases.
- **Clinical diagnostic tests** using advanced imaging equipment and analytical instruments

## For More Information Contact:

**Shuquan Li & Andrew Gately**  
U.S. Commercial Service  
American Consulate General Guangzhou

E-mail: [shuquan.li@mail.doc.gov](mailto:shuquan.li@mail.doc.gov),  
[andrew.gately@mail.doc.gov](mailto:andrew.gately@mail.doc.gov)

Phone: (86-20) 8667-4011

## Major Trade Shows in 2009

### South China

#### *Dental South China Expo and Conference* [www.dentalexpo.cn](http://www.dentalexpo.cn)

February 26 - March 1, 2009  
Guangzhou Chinese Export Commodities Fair Ground  
Guangzhou, China

Since its inauguration in 1995, this show has been well recognized as one of the top two dental shows in China with the number of exhibitors increasing from 34 in 1995 to 517 in 2008.

#### *61st China International Medical Equipment Fair (CMEF Spring 2009)*

April 8-21, 2009  
Shenzhen Convention & Exhibition Center  
Shenzhen, China  
[www.cmef.com.cn](http://www.cmef.com.cn)

CMEF has operated continuously for 30 years and is the largest and most comprehensive medical equipment show in China as well as in Asia. With participation of about 2,000 exhibitors and more than 50,000 visitors, the show has been well received and recognized by medical device professionals from home and abroad.

### North and East China

#### *CHINA MED (International Medical Instruments and Equipment Exhibition)*

March 19-21, 2009, Beijing, China  
[www.chinamed.net.cn](http://www.chinamed.net.cn)

The show has been in operation since 1989, and is now jointly organized by the Chinese Army and Messe Dusseldorf. With participation of over 500 exhibitors and over 25,000 visitors, the show has become one of the largest comprehensive medical equipment shows in China.

#### *The 14th China International Dental Equipment & Affiliated Facilities Exhibition (SINO-DENTAL)*

June 10-13, 2009, Beijing, China  
[www.sinodent.com.cn](http://www.sinodent.com.cn)

Introduced in 1995, SINO-DENTAL has grown into the largest dental exhibition in China. With an exhibition area of 28000 sq meters and 540 exhibitors from 18 countries or regions, the show enjoys a good reputation among dental professionals.

#### *MedTec China*

September 8-10, 2009, Shanghai, China  
[www.devicelink.com](http://www.devicelink.com)

Managed by Canon Communications LLC, MEDTEC China is a specialized trade show dedicated to the manufacturing and design of medical devices. In 2008, the show attracted about 200 exhibitors from China and abroad.