

Healthcare

Medical Equipment

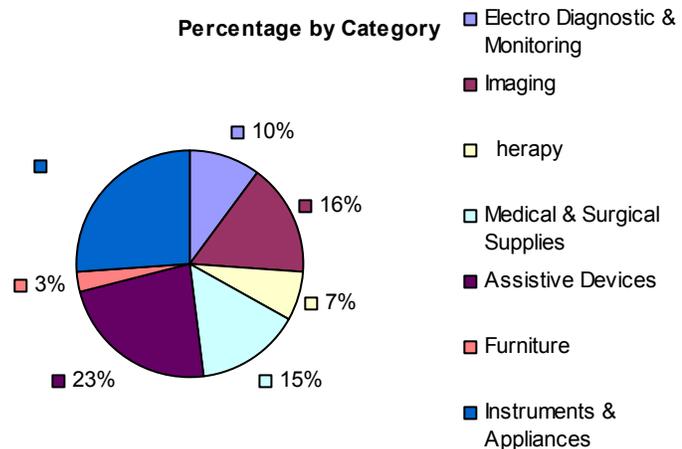
MARKET FACTS

- ▶ Demand for medical equipment in Canada exceeded US\$3 billion in 2003, of which \$2.1 billion was supplied by imports.
- ▶ Top market subsectors in 2003 included diagnostic, monitoring, therapeutic, assistive, and surgical equipment and furniture.
- ▶ Demand from public hospitals accounts for 80 percent of the market for medical equipment. Most of the remaining 20 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 about five percent in 2005-2008. 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\$1.3 billion worth of medical equipment was imported from the United States in 2003, accounting for 62 percent of Canadian imports in 2003 and 43 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 has recently committed more than US\$5 billion in additional funding 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 CANADA FIRST!

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.

When you think of exporting, Think Canada First!

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