



MARCH 2008

## Global Focus on Medical Technologies

Greetings from the San Diego Export Assistance Center! Below is the summary of our March 2008 Medical Technologies newsletter showcasing upcoming U.S. Department of Commerce and partner-supported events designed to assist U.S. companies in promoting and selling products and services overseas.

For inquiries on events, market research, trade leads and webinars on this newsletter, you may contact me directly at [Rochelle.williams@mail.doc.gov](mailto:Rochelle.williams@mail.doc.gov) or call (619)557-5899.

Thanks!

Rochelle

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### ***Upcoming Healthcare Webinars, Trade Leads, Events, and Market Research***

**Webinars:** for more information on these and to register please email me directly

**Webinar 1: Selling Medical Equipment in Mexico** Tuesday, April 22, 2008 at 2:00 PM Eastern/1:00 PM Central/11:00 AM Mountain/11:00 AM Pacific. \$85 per webinar, per participant.

**Webinar 2: Selling Medical Equipment in Brazil** Wednesday, May 14, 2008 at 1:00 PM Eastern/Noon Central/11:00 AM Mountain/10:00 AM Pacific. \$85 per webinar, per participant.

### **Webinar Series Overview**

- Does my medical equipment have potential in Mexico and Brazil?
- How do I register my product in these countries?
- Can my in-country distributor help with the regulatory approval process?

- What are other companies doing to be successful in these markets?

This Webinar Series will provide answers to these questions by providing a highly focused, interactive seminar in a "virtual classroom" setting that covers distribution, marketing, and regulatory issues related to selling medical equipment in Mexico and Brazil.

**Each Webinar includes:**

- Market Overview
- Best Prospects
- Comprehensive review of the regulatory approval process
- Individual questions or issues addressed (when submitted prior to webinar)
- U.S. company sharing best practices
- Electronically delivered resource guide that will supplement the information presented during the webinar

To register, please visit [http://www.buyusa.gov/arizona/selling\\_medical\\_equipment.html](http://www.buyusa.gov/arizona/selling_medical_equipment.html). If you have additional questions about the course content or the technology requirements, please e-mail Pompeya Lambrecht or Gabriela Zelaya. Via phone, Pompeya can be reached at (602)277-5223, and Gabriela at (408)535-2744.

**Featured U.S. Commercial Service Healthcare Team Domestic Trade Events – for more information on domestic trade shows please [click here](#).**

**BIO International Convention – June 17-20, 2008 at the San Diego Convention Center**

The BIO International Convention offers attendees an opportunity to meet face-to-face with every key player in the biotechnology industry. Program participants include researchers, academia, entrepreneurs, venture capitalists, and others who will soon be recognized for their vision and achievement.

**Make the most of your four days and start planning for the Global Event for Biotechnology.** Learn about the most exciting and promising biotech advances in more than [200 breakout sessions](#) organized across 4 paths in 21 tracks.

The BIO International Convention provides opportunities to build key relationships and partnerships with more than 19,000 attendees.

No other biotech event brings together as many essential players in key areas such as:

- International buyers
- Contract manufacturing
- Business and economic development
- Products and service suppliers

For questions or additional information, please contact Rochelle Williams at (619)557-5899 or Gabriel Zelaya at (408)535-2744.

To register, please visit: <http://www.bio2008.org>

## American Association for Clinical Chemistry - July 27 - 31 Washington, DC

In 2008, AACC will host its Annual Meeting in Washington, DC. The conference format includes 5 Plenary Sessions, Symposia, Interactive Workshops, Short Courses, Brown Bag Sessions, Meet the Experts, Posters, and Oral Abstract Presentations. [http://www.aacc.org/AACC/events/ann\\_meet/](http://www.aacc.org/AACC/events/ann_meet/)

**Featured U.S. Commercial Service Healthcare Team International Trade Events** – for more information on these events please [click here](#).

**Singapore – International Dental Exhibition & Meeting 2008 – April 4-6**

**Bulgaria – Bulmedica 2008 in Sofia– May 16-18**

**Germany – Orthopaedie + Reha Technik 2008 in Leipzig – May**

**China – Sino Dental 2008 in Beijing– June 5-8**

**Brazil – Hospitalar 2008 in San Paulo - June 10-13**

**Germany – MEDICA 2008 in Dusseldorf – November 19-22**

### ***MARKET OF THE MONTH: EGYPT***

The Egyptian dental market is highly competitive and price sensitive. It has the largest population in the Middle East and, after Saudi Arabia, is the second largest economy in the Arab world. The dental market size in Egypt is estimated at \$50 million. The U.S. market share is estimated at 5%. Due to the expansion of private sector investments and new state hospital projects, American companies are expected to increase their share in the Egyptian healthcare market.

Egypt's drug market, worth an estimated \$1.16 billion in 2006, represents one of the largest in the Middle East and North Africa (MENA) region. The figure is likely to rise to just more than \$1.79 billion by 2011, driven by rising demand, healthcare modernization and improved regulatory conditions. Past weaknesses in the regulatory regime are currently being addressed and will provide a more secure environment in line with international standards on intellectual property protection for the future development of the industry in Egypt.

**Hot Trade Leads from the US Embassies** – for more information on these and other leads, please [click here](#).

- **Costa Rica** - Looking for Dental Equipment and Supplies. Expires: 04/19/2008
- **Latvia** - Company is interested in purchasing power wheelchairs for distribution in Latvia , including parts and accessories, as well as other medical care products such as stair lifts, bedsore prevention items etc. Expires: 11/01/2008
- **Indonesia** - Manufacturer needed for environmental instruments/monitor (environmental application especially for quality water monitoring). Expires: 04/11/2008
- **Cameroon** - Local company looking for point- of- care glucose meters. Expires: 03/31/2008
- **Russia** - Vladivostok medical company is looking for surgical staplers. Expires: 07/31/2008
- **Egypt** - Looking for Laboratory Scientific Instruments. Expires: 09/06/2008
- **Qatar** - US forensic laboratory equipment and supplies needed in Qatar. Expires 05/31/2008

- **Switzerland** - Looking for Millet-oil in a capsule, consumable as a natural supplement for hair growth. Expires: 03/31/2008

**Free Market Research Reports** – for more info on these and other free reports please [click here](#) or email me.

#### **Biotechnology**

- Brazil – Hospitalar 2008, 12/05/07
- Brazil – Biolatina 2008 – Business and Trends in Biotechnology, 11/26/07
- Brazil – Brazil Biotechnology Industry by Biominas Foundation, 11/26/07
- Singapore – Singapore Biomedical Sciences Sector, 09/11/07
- Italy – Italy's Biotechnology Industry and Market, 08/21/07
- Malaysia – Malaysia: Biotechnology Initiatives, 08/01/07

#### **Dental Equipment and Supplies**

- Egypt – Dental Market Overview, 02/21/08
- Netherlands – The Market for Pharmaceuticals in the Netherlands, 01/24/08
- Brazil – International Dental Show in Sao Paulo, 12/20/07
- Denmark – Denmark: Dental Equipment, 12/10/07
- Brazil – Hospitalar 2008, 12/05/07
- Mexico – Mexico's Dental Industry '07, 08/01/07

#### **Drugs/Pharmaceuticals**

- Egypt – Egypt: The Pharmaceutical Industry of Alexandria, 02/20/08
- Finland – Finland Pharmaceutical Overview, 02/02/08
- Netherlands – The Market for Pharmaceuticals in the Netherlands, 01/24/08
- UK – United Kingdom: The Vitamins, Supplements, and Minerals Market, 01/09/08
- Mexico – Pharmaceutical Industry Market Update, 12/14/07
- Mexico – Dietary and Herbal Supplements Market Overview, 12/13/07
- Greece – Greece: Over-the-Counter Products, 12/11/07
- Mexico – Taking the Lead in Pharmaceutical Packaging, 12/10/07
- Brazil – Hospitalar 2008, 12/05/07
- Hong Kong – Hong Kong: Nutritional Supplements, 11/05/08

#### **Health Care Services**

- Brazil – Hospitalar 2008, 12/05/07
- Hungary – Hungary: Healthcare Reform, 11/09/07
- Singapore – Singapore Healthcare Overview, 10/22/07
- Thailand – Skin Care Products, 10/02/07
- Italy – Italy Healthcare Services, 09/28/07

#### **Laboratory Scientific Instruments**

- Egypt – Laboratory Equipment Market Overview, 02/25/08
- Netherlands – Netherlands Laboratory Overview, 01/24/08
- Brazil – New Easier Brazilian IRS Import Regulation, 01/24/08
- Norway – The Norwegian Clinical Laboratory Equipment Market, 01/17/08
- Brazil – Hospitalar 2008, 12/05/07
- Switzerland – Switzerland: Laboratory Equipment and Scientific Instruments, 11/02/07

- India – India: Opportunities in the Healthcare Sector, 11/02/07
- European Union – Requirements for Recycling Waste Electronic and Electrical Equipment & Restriction of Hazardous Substances in EEE in the EU, 10/19/07
- Argentina – Analytical Laboratory Instruments Market, 09/13/07

#### **Medical Equipment**

- Venezuela – Medical Equipment, 02/06/08
- Norway – The Norwegian Medical Equipment Market, 02/02/08
- Finland – Finland: Medical Equipment Market Report, 02/02/08
- China – China's Computed Tomography Market, 01/31/08
- China – China: Gynecological Devices and Products Market, 01/31/08
- UK – United Kingdom: The Orthopedic and Rehabilitation Equipment Market, 01/16/08
- Brazil – Brazilian Government's Investment in Prosthetic Devices, 01/16/08
- Japan – Japan: Diagnostic Imaging Device Market, 12/20/07
- Ireland – The Medical Technologies Industry in Ireland, 12/13/07
- Canada – Infection Control Market in Canada, 12/05/07

To opt out of future email communications please email [Rochelle.williams@mail.doc.gov](mailto:Rochelle.williams@mail.doc.gov)