



**U.S. Commercial Service**

**SHOWCASE EUROPE MEDICAL  
AN OVERVIEW OF EUROPEAN AND  
GERMAN MARKETS AND  
OPPORTUNITIES**



# The Showcase Europe Medical Network - Past

AUSTRIA \*\*\*

CROATIA \*\*

FINLAND \*\*

GREECE \*\*\*

(ISRAEL \*\*)

NETHERLANDS \*\*\*

PORTUGAL \*

SLOVAKIA

SWEDEN \*\*\*

UKRAINE \*\*\*

UZBEKISTAN \*\*\*

BELGIUM (Lux\*\*\*)

CZECH REPUBLIC \*\*

FRANCE \*\*\*

HUNGARY \*\*

ITALY \*

NORWAY \*

ROMANIA \*

SLOVENIA

SWITZERLAND \*\*

USEU (BRUSSELS) \*\*\*

BULGARIA \*

DENMARK \*\*

GERMANY \*\*\*

IRELAND \*\*

KAZAKHSTAN \*\*\*

POLAND

RUSSIA \*\*

SPAIN \*\*\*

TURKEY \*\*\*

UNITED KINGDOM\*\*



# The Showcase Global Medical Network - Future

AUSTRALIA \* \* \*

SOUTH AFRICA \* \* \*

SOUTH KOREA \* \* \*

VIETNAM \* \* \*

SINGAPORE

CHINA

INDIA

BRAZIL

UAE

MANY MORE WILL JOIN IN 2007 !



- **MED - Medical Devices & Diagnostics**
- **DEN - Dental Equipment**
- **HCS - Health Care Services**
- **LSI - Laboratory & Scientific Instr**
  
- **DRG - Pharmaceuticals**
- **BTC - Biotechnology**
- **Others**





# World Market for Medical Products (Exclusive of Pharmaceuticals)

**Total**                      **\$ 248.0 B. USD**

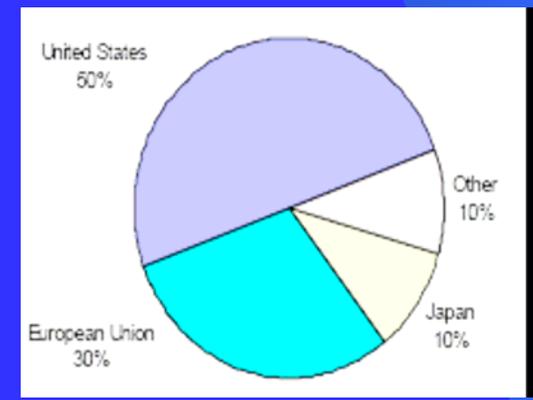
**USA**                              **124.0 B. USD**

**Europe**                              **75.0 B. USD**

**Japan**                              **24.5 B. USD**

**Rest of World**                      **24.5 B. USD**

**\$1.00 = 0.74 €**





# A U.S. MEDICAL DEVICE CO'S VIEW OF THE EUROPEAN MEDICAL MARKET





# European Market for Medical Products

Total Europe: 75 Billion USD

## TOP 4

UK 9.0 Billion USD

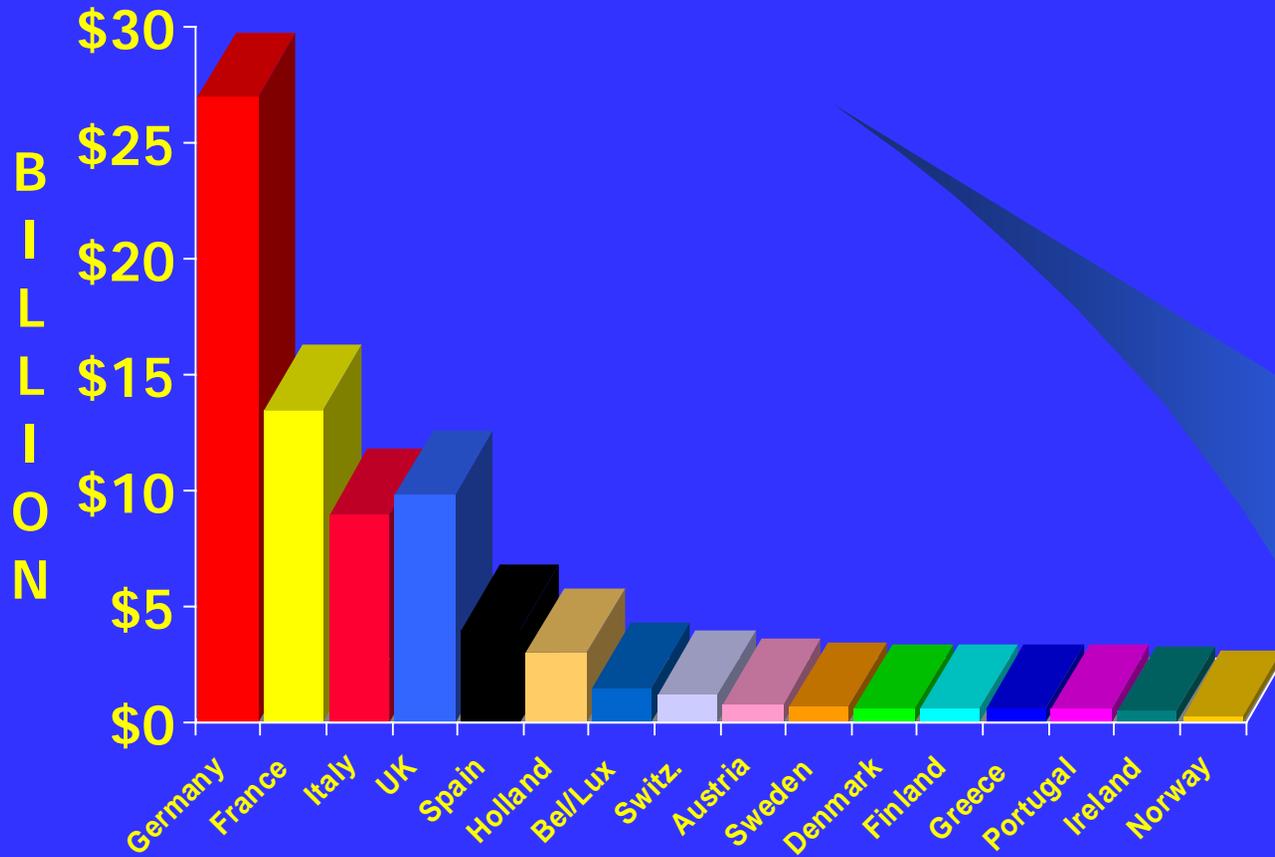
Germany 27.0 Billion USD

France 13.5 Billion USD

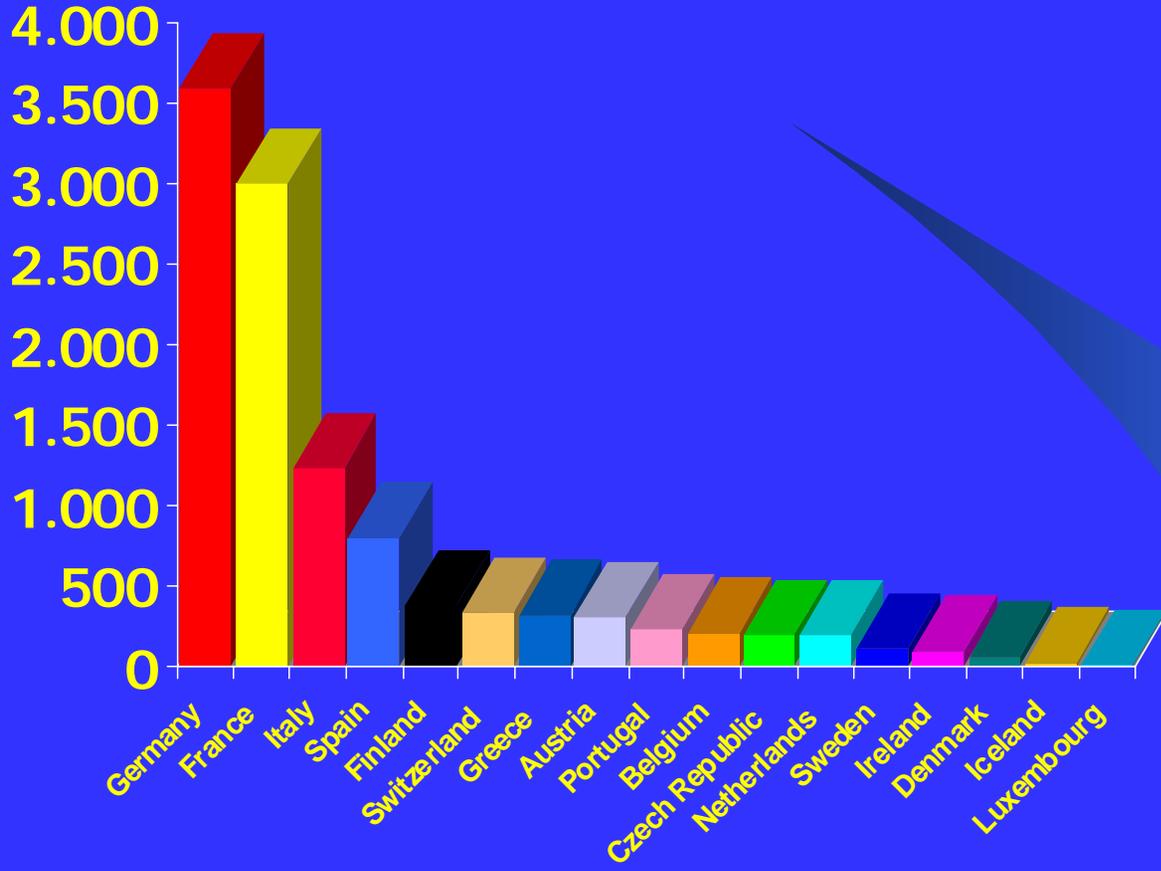
Italy 9.0 Billion USD

Total 58.5 Billion USD  
(78 %)





## STRUCTURE OF WEST EUROPEAN MEDICAL DEVICE/DIAGNOSTICS MARKETS



# Number of Hospitals in Europe



## Growth 2001-2005

**World:** 6,0 %

of which:

**USA** 5,3 %

**Japan** 2 %

**Rest** 12,4 %

**Europa** 5 %

**Within Europe:**

**Germany** 4,3 %

**France** 4,3 %

**Italy** 5,8 %

**UK** 5,1 %





## **Market Authorizations/registrations:**

### **Compare. Pharmaceuticals:**

- 1. EU (Centralized Procedure-EMEA like FDA) or**
- 2. National Procedures (Bfarm/Paul Ehrlich Institut)**

### **w / Medical Devices/Equipment/Products:**

**CE Marking - self declaration or third party review**

**But: there may be additional markings applied by countries which increase marketability - in Germany**

**“GS”**



## **EUROPEAN HEALTH CARE FINANCING:**

**A. - Bismarck System: Germany, France, Belgium**

**- Funded Through Labor Markets 50/50**

**- Problem: low birth rate, longevity, early retirement, high unemployment**

**B. - Public Health Care: UK, Italy**

**C. - Mixture of These and More Private Features : Switzerland & Countries of Eastern Europe have Higher Private Component**



## **EUROPE = MAJOR OPPORTUNITIES FOR AMERICAN MEDICAL BUSINESS:**

**Attractive for Launches of U.S. Technology & Concepts - Quicker  
Market Access in many cases than U.S.**

- \* Cost Containment May Favor US Firms Used to HMOs and GPOs**
- \* Demographics and Aging Population = Home Care**
- \* Modernization in Central And Eastern Europe**



# The German Market for Medical Products

Hospital 7 B. Euro

Out Patient 12 B. Euro

Total 19 B. Euro

approx. 1,200 Companies  
with 100,000 Employees  
over 400,000 different products

*Source: Estimate of German Ministry of Health*

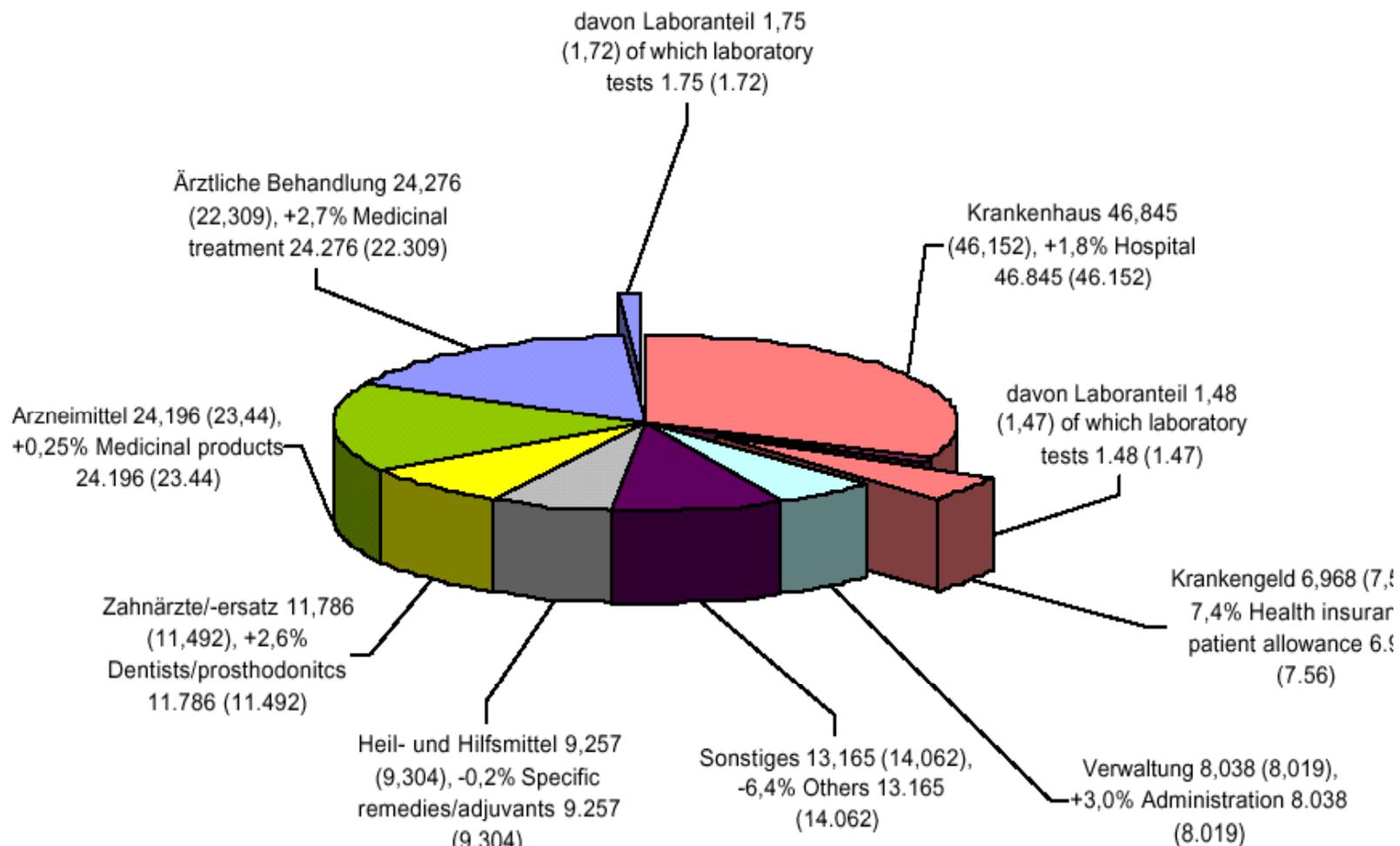


**GKV-Ausgaben 2003: 144,531 Mrd. € \* (im Vorjahr 142,347 Mrd. € ) +1,7 %**

**GKV Expenditure 2003: 144.531 billion € \***

**(previous year 142.347 billion € )**

## HOW GERMANY SPENDS ON HEALTH CARE





# Imports of devices and diagnostics from the U.S

- 2002: 4.08 BILLION USD
- 2003: 4.20 BILLION USD
- 2004: 4,30 BILLION USD
- Est.Avg.Annual Growth Rate(2002-2004) of imports from the U.S. : 3,4%
- U.S medical device exporters to Germany hold a 30 % market share and U.S. share would be much higher if offshore production were included (i.e. Ireland, Switz.)



# Germany's (Bismarck) System of Health Care Finance

**Funded Through Labor Markets 50/50  
Employer/Employee ca. 14,5% of Wages**

**Problem: low birth rate, longevity, early  
retirement, high unemployment**

**Taboo: two class system of care: No  
difference between private and public in  
coverage**

**No real competition !**



## **SOME SPECIAL SPECIAL FEATURES OF GERMANY**

### **Federal Structure/Regional Economic**

**Strong Domestic Competition by Medical Device Industry, both large and SME (less so now by researched based pharmaceutical)**

**Statutory Health Insurance 80-90% of population. Private - small 10%. No compulsory Health Insurance.**

**Self Governance System “Bundesausschuss” makes many critical decisions - only sickness funds, doctors and hospitals are represented**



# LATE PAYMENTS IN EUROPE

- **Transposition EU Dir. 2000/35/EC**
- **National average payment periods**
- **National average overdue days**
- **Money tied up in Late Payments**
- **Spain, Portugal and Greece - NOT YET!**
- **IT: 330 d.; SP: 332 d.; GR: 240 d.; P: 311 d.**
- **IT: 300 d.; SP: 272 d.; GR: 150 d.; P: 217 d.**
- **IT: 690 M €; SP: 587 M €; GR: 250 M €; P: 259 M €**

**GERMANY IS AN EXCELLENT PAYOR !**



# SCE MEDICAL TIER ONE EVENTS

-  **MEDICA (W/COMPAMED) DÜSSELDORF, NOV. 14-17, 2007**
-  **AACC, San Diego, July 15- 19, 2007**
-  **IDS (Int. Dental Show ) MARCH 24 – 28, 2009, Cologne**



**U.S. Commercial Service:**

**MEDICA NOV. 14-17, 2007**

**USA PAVILIONS AND CEO**



# MEDICA 2006

- \* 4,250 + Exhibitors
- \* 137,000 + Trade Visitors
- \* Ca. 400 U.S. Exhibitors
- \* Two USA Pavilions
- \* CEO





## MEDICA 's exhibit range:



Electromedical equipment, medical technology

Laboratory equipment

Rescue and emergency equipment

Diagnostics

Drugs

Physiotherapy, orthopaedic technology

Single-use products and consumer goods

Information and communications technology

Facility management

Textiles

Medical furniture and equipment

Premises and building technology

Services and publications



## **MEDICA FACTS:**



**Exhibitors: 4,252**

**No. Countries 62**

**U.S. (largest foreign contingent): 400**

**18 Large Exhibition Halls Organized According to Product/Service Groups**

**118,000 m<sup>2</sup>/1,400,000 sq ft. Floor Space**



**US Contingent: 400 Exhibitors**

**2 Pavilions: 160**

**Hall 3 Diagnostics (35%)**

**Hall 16 Medical Devices/El.Med. Eq. (65%)**

**Independent Exhibitors: 220**

**Several U.S. State Group Pavilions: CA, MA, NY,  
FLA, (Both in US Pavilion and  
Independent) PA, MN,.....**

**Plus: US COMMERCIAL SERVICE**

**Hall 16 CEO (17 US cos.)**



## Visitors ' origin

<b>Total Visitors</b>		<b>134,701</b>
<b>Germany</b>	<b>64%</b>	<b>86,000</b>
<b>Foreign countries</b>	<b>36%</b>	<b>48,600</b>
<b>Europe</b>		<b>31,000</b>
<b>(old EU)</b>		<b>21,000</b>
<b>("new" -EU)</b>		<b>10,000</b>
<b>Non-Europe</b>		
<b>Asia,Australia</b>		<b>10,208</b>
<b>Africa</b>		<b>2,000</b>
<b>North America</b>		<b>2,640</b>
<b>South and Central America</b>		<b>2,816</b>



**Electromedical eq.medical technology**

**52%**

**Single-use products and consumer goods**

**29%**

**Information and communications technology**

**28%**

**Diagnostics**

**25%**

**Laboratory equipment**

**24%**

**Physiotherapy,orthopaedic technology**

**18%**

**Operrating Room equipment**

**15%**

**Rescue equipment,emergency medicine**

**13%**

**Drugs**



## Visitors professional structure

<b>Hospital, clinic</b>	<b>28%</b>
<b>Trade</b>	<b>19%</b>
<b>Doctor 's surgery</b>	<b>15%</b>
<b>Industry</b>	<b>15%</b>
<b>Medical laboratory,institute</b>	<b>9%</b>
<b>Services</b>	<b>7%</b>
<b>In education (school pupil,student,trainee)</b>	<b>5%</b>
<b>University,medical school,technical college</b>	<b>1%</b>
<b>Rehabilitation centre,nursing home,public authority</b>	<b>1%</b>

**More than one response possible**



**MEDICA 2007 IS ALREADY SOLD OUT!**

**CEO IS STILL AVAILABLE !**

**COST: \$4,500 FOR TURNKEY PACKAGE**

**WITH FULL RANGE OF SHOWCASE GLOBAL SERVICES:**

- **PERSONAL ASSISTANT**
- **SHOWTIME COUNSELING BY MEDICAL SPECS**
- **INDUSTRY FOCUSED PROMOTION WORLDWIDE**
- **MARKET RESEARCH; DISTRIBUTOR LISTS & MORE!**

**MORE INFO: [WWW.BUYUSA.GOV/GERMANY/EN/383.HTML](http://WWW.BUYUSA.GOV/GERMANY/EN/383.HTML)**

**[WWW.BUYUSA.GOV/HEALTHCARE/MEDICA\\_CEO.HTML](http://WWW.BUYUSA.GOV/HEALTHCARE/MEDICA_CEO.HTML)**



# THE SHOWCASE GLOBAL MEDICAL TEAM



# SHOWCASE GLOBAL MEDICAL TEAM MEMBERS COUNSELING US EXHIBITOR AT MEDICA





# U.S. COMMERCIAL SERVICE CEO AT MEDICA 2005





Showcase Europe strategies

SHOWCASE EUROPE  
A New Commercial Strategy for Europe

Showcase Europe Services

- Strategic
- Sales and Marketing
- Design and Development
- Business Technology
- Training

EUTISIT - M

CELEBRATING 25 YEARS OF SERVICE

Spencer Technology





MEDITALIA S.A.

USA-CEO  
CORPORATE  
EXECUTIVE  
OFFICE

CONFERENZE  
EUROPE

CORIAN  
LINO S. KRACER



# MEETING WITH EXHIBITOR AT MEDICA





# FDA AT MEDICA CEO





# USA EXHIBITORS RECEPTION AT MEDICA





USA

USA

HUMI

ME

Chad Therapeutics



# OTHER GERMAN TRADE EVENTS



*REHACARE, Düsseldorf, Oct. 3-6, 2007  
(DISABILITY/REHA)*



*ORTHO + REHA-TECHNIK; MAY 21 -24, 2008 (LEIPZIG)*



*MEDTECH: STUTTGART, MARCH 11-13, 2008 (cf MD+M)*



*EXPOPHARM: Duesseldorf, September 27-30, 2007*



*BIOTECHNICA, OCTOBER, 2008, Hannover*



**WHEN YOU FACE THIS.....**





# THINK OF THE SCE MEDICAL TEAM



**THANK YOU!**

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