



# Healthcare & Life Sciences



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## Event Highlight

Discover Global Markets: Healthcare Connections is the must-attend event of the year! Featuring global updates on healthcare opportunities, regulations, and best practices for success, this conference will equip you to compete and win internationally. You will hear directly from industry leaders and connect with international buyers, network with healthcare companies from around the country and get breaking news on country market intelligence.

- **When:** September 13-15, 2016
- **Where:** Seattle, WA
- **More Information:** Click [here](#) or email [Tembi.Secretist@trade.gov](mailto:Tembi.Secretist@trade.gov)

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## Trade Events

### Asia Medical Technology Regulations

Asia is a market of growing opportunity. Understand the regulatory landscape and what you need

to know to succeed in this region. Join us for a webinar presented by Pacific Bridge Medical outlining regulations in China, Japan, India, and other Asian markets, with a chance to ask your questions directly to regulatory experts.

- **When:** February 25, 2016
- **Where:** Webinar on your computer
- **Cost:** \$30
- **Registration:** Contact [Shelby Peterson](#)

## Natural Products Expo West 2016

Natural Products Expo West is the leading trade show in the natural, organic and healthy products industry. In partnership with New Hope Natural Media, the NPEW show management, the U.S. Commercial Service/U.S. Department of Commerce, invites U.S. exhibitors to participate in our Complimentary Export Seminar Series, e-Show Time program and International Buyer Introductions at the NPEW 2016 in Anaheim, CA. Natural Products Industry Specialists from the U.S. Commercial Service, located at U.S. Embassies in various countries around the world, will be attending Natural Products Expo West 2016.

- **When:** March 10-13, 2016
- **Where:** Anaheim, CA
- **For more information:** [Susan.Sadocha@trade.gov](mailto:Susan.Sadocha@trade.gov)

## Webinar- Opportunities in China's Medical Device Market

The medical device market is one of China's fastest growing industry sectors. In fact, within the last decade, it had an average growth rate of 20%, and in 2013, it surpassed Japan to become the second largest medical device market in the world. In this webinar you will hear:

- An overview of The China Medical Device Market
- An overview of the current regulatory requirements that must be met to successfully enter the China market.
- How to protect your IPR when exporting medical devices to China
- The 2016 CMEF Show and opportunities for exhibiting U.S. Companies
- **When:** Thursday, March 3; 8:00-9:00pm (Eastern)
- **Where:** Webinar
- **Cost:** \$35

**For more information:** [David.Edmiston@trade.gov](mailto:David.Edmiston@trade.gov) or (612) 348-1644

## International Patient Day: Saving Lives through American Innovation

The goal of an international patient day is for government regulators and high level officials to see the personal impact U.S. medical technology has on their local population. It's an event to tell stories of lives saved and improved by healthcare innovations and help local governments feel good about how U.S. technology is improving lives in their country.

- **When:** April, 2016 (exact date will vary by country)
- **Where:** Participating countries include: Australia, Austria, Canada, China, Morocco, UK, Israel, New Zealand, Czech Republic, and Singapore.
- **Participation:** U.S. companies must identify doctors and patients using their products who would be willing to share their story. U.S. companies should be present to discuss new products and technologies and answer questions. There may be additional costs depending on local event details.

- **For more information, contact:** [Tembi Secrist](#)

## Smart Fabrics Summit

The U.S. Department of Commerce announced it will partner with the Industrial Fabrics Association International (IFAI) to host the first-ever Smart Fabrics Summit on April 4, 2016 in Washington, D.C. The Summit will provide a forum for public and private sector leaders in technology, apparel, and textiles to highlight recent developments in the smart fabrics industry, identify opportunities for collaboration, and discuss key industry challenges. Known as 'smart fabrics', these new high-tech products have the capability to interact with their user or environment, including tracking and communicating data about their wearer or environment to other devices through embedded sensors and conductive yarns. The applications for this new technology are broad, with most smart fabric product development seen in the fields of defense, fitness, health, and public safety.

- **When:** April 4, 2016
- **Where:** Washington, DC

**For more information, visit:** <http://smartfabricssummit.com/> or contact: [Laurie Mease](#).

## Asia/Pacific%20Business%20Outlook Conference

Please join us at the annual [Asia/Pacific Business Outlook](#) (APBO 2016) conference on April 18 & 19. The USC Marshall School of Business and the U.S. Commercial Service will be hosting their 29th annual APBO event at the Biltmore Hotel, Los Angeles. At APBO, you get the most up-to-date information on where the economies of Asia and the Pacific Rim are heading and how current affairs and emerging trends will impact your business. Reserve one-on-one meetings with Senior Commercial Officers from 18 U.S. Embassies in the region for customized market counseling.

U.S. Commercial Service clients can use discount code: USCS2016

- **When:** April 18-19, 2016
- **Where:** Los Angeles, California
- **For more information, contact:** [Jason Sproule](#)

## China (Shanghai) International Medical Equipment Fair 2016 (CMEF)

As the largest medical show in China, CMEF is the show to connect to all aspects of the Chinese medical industry. The show hosts over 3,800 exhibitors from 26 countries and attracts about 100,000 visitors from over 100 countries. This year U.S. Exhibitors will have access to a variety of Commercial Service activities including:

- On Site Counseling
  - Free use of meetings space in the Commercial Service booth
  - Free attendance to Commercial Service organized events
  - A limited number of fee-based preshow matchmaking services (first come, first serve)
- **When:** April 17-20, 2016
  - **Where:** Shanghai, China
  - **Application deadline:** preshow matchmaking services will be granted on a first come first serve basis
  - **Cost:** Preshow matchmaking (International Partner Search) services are \$550 for small or medium-sized enterprises (SMEs) and \$1,400 for large firms.

- **For more information:** [David.Edmiston@trade.gov](mailto:David.Edmiston@trade.gov) or (612) 348-1644

## First-time USA Pavilion at conhIT healthIT show in Berlin

CSGermany, Berlin Messe and the German Association for HealthIT (bvitg) are organizing a USA Pavilion at the conhIT 2016, in Berlin, April 19-21. The show is Germany's leading event for health-IT, in its 9th year and the trendsetter for healthIT in Germany and Europe. Opening ceremony with German government officials and industry leadership and complementary conference program and on-the-floor workshops present sales and networking opportunities to the U.S. healthIT exporter.

- **When:** April 19-21, 2016
- **Where:** Berlin, Germany
- **Application deadline:** The application deadline for the USA Pavilion will be Friday, January 29, 2016. Applications received after the January 29 deadline will be considered as time and space permits.
- **Cost:** from \$1,000 for a shared Counter Slot with 2 chairs to your own open booth for \$2,500.

**For more information, visit:** <http://www.conhit.de/en/> or contact: [Anette Salama](#), CS Germany Sr. Commercial Specialist; or, Ms. [Ursula Baumann](#), Project Director.

## eHealth Week

The next eHealth week is the largest gathering of the European eHealth community and it will take place in Amsterdam! If your company offers innovative e-health solutions, you will not want to miss eHealth Week. High-level government officials, industry executives, and civil society representatives from around Europe will gather in Amsterdam in June. The U.S. Commercial Service will be co-hosting a VIP Reception on June 8 to offer all U.S. companies an opportunity to network. More information on eHealth Week is available at <http://www.ehealthweek.org>.

- **When:** June 8-10, 2016
- **Where:** Amsterdam, the Netherlands
- **For more information, contact:** [Natasha Keylard](#)

## CEO Program for U.S. Companies at MEDICA 2016

MEDICA 2016 is the largest and most prestigious medical technology show in the world, with over 5,500 exhibitors (incl. the Compamed/medical manufacturing segment), and over 132,000 international visitors in 19 halls on the Dusseldorf fairgrounds. The U.S. Commercial Service's Corporate Executive Office (CEO) Program provides a unique way for U.S. firms to optimize their participation in this show. Showcase your products and services to over 132,000 "trade only" visitors from 110 countries; meet the potential partners, agents, distributors and buyers; and close business deals without the expense of an exhibition booth.

- **When:** November 14-17, 2016 (Monday – Thursday)
- **Where:** Dusseldorf, Germany
- **Application deadline:** August 12, 2016 (unless sold out sooner)
- **Cost:** \$6,000

For more information, contact: [Cindy Ma](#) (Oakland); [Leandro Solorzano](#) (Fort Lauderdale) or [Anette Salama \(Dusseldorf/Germany\)](#) or visit [here](#).

Find more trade events [here](#).

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## Trade Missions



### Healthcare Mission to Peru

#### **Application Deadline is Monday, February 1st!**

The U.S. Department of Commerce, International Trade Administration, is organizing a healthcare trade and investment mission to Peru. The mission is designed to promote U.S. companies in the following areas: **pharmaceutical producers, medical device manufacturers, hospital operation and management services, hospital information systems, and eHealth solutions**. The mission also will assist U.S. companies already doing business in Peru to expand their footprint. This mission will be led by Deputy Secretary of Commerce, [Bruce Andrews](#).

- **When:** March 7-9, 2016
- **Where:** Lima, Peru
- **Application deadline:** February 1st, 2016.
- **Cost:** \$1,500 for small firms or medium-sized enterprises (SMEs), \$2,800 for large companies, and \$500 for each additional representative.
- **Register:** <https://emenuapps.ita.doc.gov/ePublic/TM/6R0X>

**For more information, contact:** [Diego Gattesco](#)

### Healthcare Technology & Hospital Information Services Trade Mission to the Kingdom of Saudi Arabia and Kuwait

#### **Application Deadline is February 12th!**

The United States Department of Commerce, International Trade Administration (ITA), with support from the U.S. Chamber of Commerce and organizers of the [Saudi-American Healthcare Forum \(SAHF\)](#) is organizing a Healthcare Technology & Hospital Information Services Trade Mission to the Kingdom of Saudi Arabia and Kuwait from April 23 – 28, 2016. The mission will enable U.S. companies to learn first-hand about the healthcare markets and business opportunities in Saudi Arabia and Kuwait, access and network with government decision makers and key private-sector industry contacts, especially potential partners, and participate in the Saudi-American Healthcare Forum. U.S. companies and organizations with expertise in education and healthcare training, hospital operation and management services, and eHealth and health

information systems are encouraged to register their interest in participating in this mission.

- **When:** April 23-28, 2016
- **Where:** Riyadh and Jeddah, Saudi Arabia and Kuwait City, Kuwait
- **Application deadline:** Friday, February 12, 2015.
- **Cost:** \$3,740 for small firms or medium-sized enterprises (SMEs), \$4,470 for large companies, and \$750 for each additional representative.
- **Register:** <https://emenuapps.ita.doc.gov/ePublic/TM/6R0U>

**For more information, contact:** [LeeAnne Haworth](#), 412-644-2816,

Find more trade events [here](#).

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## Trade Leads

**China (Shanghai and Guangzhou) :** Partners for senior living facilities.

**China:** Telemedicine equipment and portable health equipment.

**Indonesia:** Telemedicine equipment

To respond to these trade leads, please [contact your local trade specialist](#).

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## Policy Corner

### Public Stakeholder consultation on EU-US cooperation in eHealth/Health IT

The European Commission's DG CONNECT and United States Department of Health and Human Services (HHS) have jointly updated a Roadmap that guides European and US cooperation on eHealth (Health Information Technologies). We would like you to have your say on the [draft Roadmap \[PDF - 230K\]](#). It will only take a few minutes of your time and there are [several questions to help you with your inputs and comments](#). You are also free to give other input which do not necessarily directly address the questions. Deadline for submissions is March 15, 2016.

[Link to HHS website](#) for consultation

Find more policy issues [here](#).



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## Country Spotlight: Ghana

Ghana is one of the most attractive markets in Sub-Saharan Africa for U.S. products and investment. Ghana has a vibrant democratic government and has witnessed strong economic growth over the last 20 years. Health is one of the central pillars of the Government of Ghana's human development agenda and is an underlying factor in the government's overall strategy for accelerated growth in the country. Ghana has a full range of diseases endemic to Sub-Saharan Africa: cholera, typhoid, pulmonary tuberculosis, chicken pox, yellow fever, measles, infectious hepatitis, malaria, and schistosomiasis are all endemic in Ghana. Despite these challenges, the country does have a strong and growing middle class and a large number of expatriate Ghanaians are choosing to return to participate in one of Africa's fastest growing economies.

Read more about Ghana and 75 other country spotlights in our [2016 Healthcare Technology Resource Guide](#).

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## Did You Know...?

### Sometimes you need a license to export?

An export license grants permission to conduct a certain type of export transaction. It is issued by the appropriate licensing agency after a careful review of the facts surrounding the given export transaction. Most export transactions do not require specific approval in the form of licenses from the U.S. Government. In fact, a relatively small percentage of all U.S. export transactions require licenses from the U.S. government. It is up to the exporter to determine whether the product requires a license and to research the end use of the product, in other words, to perform "due diligence" regarding the transaction. Exporters should learn which federal department or agency has jurisdiction over the item they are planning to export in order to find out if a license is required.

Find more trade resources [here](#).

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