



## Global Healthcare News and Opportunities June 2018

The U.S. Commercial Service has a network of international trade experts in over 75 U.S. cities and 75 countries to help U.S. companies sell their products and services in global markets.

[Visit our website](#) to find a healthcare market specialist near you.

### Market Spotlight: Taiwan

*This month's "Spotlight" focuses on healthcare opportunities in Taiwan and includes a market overview, an upcoming trade event related to Taiwan and a U.S. firm that is doing business in the market.*

#### Market Overview

Taiwan is a major market for U.S. medical device exports and is ranked among the top 25 in the world in terms of value. As of 2017, the medical device market in Taiwan totaled almost \$6 billion.

Major opportunities exist for imports of high-end devices such as: cardiovascular equipment, endoscopy, computerized tomography, ultrasonic scanning apparatus, hemodialysis equipment and chromatographs and electrophoresis instruments. Over 70% of this market is still supplied by imports, 35% of which are supplied by the U.S.

Taiwan Healthcare Spending (2017)	NT\$1.0 trillion
• Outpatient services	50%
• Pharmaceuticals/consumables	25%
• Inpatient services (including long-term care)	22%
<b>Number of Hospitals</b>	<b>494</b>
• Private	413
• Public	81
<b>Number of Hospital Beds</b>	<b>162,000</b>
• Beds per capita	57 beds/10,000

For any manufacturer wishing to enter Taiwan, it is essential to appoint a local distributor. Private hospitals in Taiwan tend to make deals on a one-to-one basis with local agents.



***"Taiwan is located at the transportation hub of the Asia-Pacific region, making it an ideal location from which to enter Mainland China and Southeast Asian nations."***

-- Evan Gao, Healthcare Specialist  
U.S. Commercial Service, American Institute in Taiwan

For more information about opportunities in Taiwan and 75+ other markets, view our [2018 Healthcare Technologies Resource Guide](#), and contact your local [U.S. Commercial Service Healthcare Sector Specialist](#) for assistance.

## **Spotlight Event: BIO 2018 | Boston, MA| June 4-7, 2018**



If you are attending BIO 2018, be sure to visit us at booth 1907. Global healthcare team specialists, including Evan Gao from U.S. Commercial Service Taiwan, as well as several U.S.-based healthcare specialists will be available to advise U.S. firms on the export process and provide counseling to help them succeed in international markets.

To make an appointment to speak with a healthcare specialist at BIO, please contact Mona Musa by email at [Mona.Musa@trade.gov](mailto:Mona.Musa@trade.gov) or by phone at 502-693-8770.

## **U.S. Commercial Service Helps Improve Market Access for Pfizer in Taiwan**

Pfizer Inc., a pharmaceutical firm headquartered in New York City, contacted the U.S. Commercial Service for assistance with overcoming market access barriers in Taiwan for Champix, a smoking cessation product. Due to regulations established by the Health Promotion Administration, physicians had limited access to Champix and lacked the knowledge and motivation to prescribe the drug.

The U.S. Commercial Service Taipei office worked with Pfizer to organize a meeting with Taiwanese authorities, lawmakers, academia and industry associations that resulted in improving physicians' access to the "National Smoking Cessation Program," increased funding for a public awareness campaign regarding smoking cessation and an increase in the tobacco sales surcharge.

Pfizer anticipated that these changes would have the following impact:

- Implementation of the tobacco sales surcharge is estimated to increase Champix sales by \$2.5 million annually
- Removal of physician's access barrier to Champix is valued at \$785,000
- Funding for a public awareness campaign targeting tobacco consumption is expected to increase demand for Champix.

View more successes [here](#).

## Signature Event

### Influence Foreign Regulators - Participate in our 2nd Annual International Patient Day Program



We're calling on US medical device or health IT exporters to participate in our International Patient Day Program and share stories of how your products and services improve the lives and well-being of patients around the world. Your company will have the chance to illustrate to foreign regulators, procurement contacts, and other high-level officials how U.S. technology is improving lives in their country.

**Want to know more?** Visit the [2018 International Patient Day website](#) to learn more about the program the benefits of participating. For more information on contact [Melissa.Grosso@trade.gov](mailto:Melissa.Grosso@trade.gov) (860-638-6955).

Click on the video (above) to see highlights from the 2017 program.

## Upcoming Events and Trade Missions

*The following events, organized by geographic region, are supported by the U.S. Commercial Service. Search our complete list of trade events [here](#).*

- [United States](#)
- [Europe](#)
- [Indo-Pacific](#)
- [Western Hemisphere](#)

### United States

#### BIO 2018 | Boston, MA | June 4-7, 2018

If you are attending BIO 2018 in Boston, MA from June 4-7, be sure to visit us at booth 1907. Global healthcare team specialists from the U.S. and Taiwan will be available to advise U.S. firms on the export process and provide counseling to help them succeed in international markets.

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### Europe

## **Webinar: RoHS - Current Issues that Impact U.S. Exporters | June 6, 2018**

Join the U.S. Commercial Service on June 6, 2018 at 11:00 a.m. EDT for a webinar to learn about recent developments under RoHS that could impact U.S. companies exporting to the European Union. Companies selling electrical and electronic goods in the European Union must conform to the EU legislation for electrical and electronic equipment. The two most important directives, WEEE and RoHS, impose obligations and outcomes that EU

- Registration is now open for a limited time by clicking [HERE](#)
- Cost: \$25

## **Medica CEO Program | Dusseldorf, Germany | Nov. 12-15, 2018**



The CEO program is perfectly suited to provide your company with a customized experience at the world's largest medical fair and provide the essentials to help you accomplish your goals onsite. Additionally, the space is supported by the U.S. Commercial Service and has all the amenities of a full-fledged office right on the show floor.

The Medica CEO Program includes a multi-lingual personal assistant/interpreter assigned to each participating company; a meeting table/private room; a receptionist; office services (computer, printer, copier, etc.); and an on-site refreshment area. Additionally CEO Participants receive entry into the Medica Exhibitor catalogue, year round promotion, and participation in our healthcare team programs including B2B matchmaking, meetings with market specialists and more.

- For more information: [click here](#)
- Cost: \$6,200 for table, \$7,200 for a small room.
- Application deadline: August 6, 2018

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## **Indo-Pacific**

### **U.S.-China Advanced Medical Equipment Innovation and Technology Seminar | Suzhou, China | July 20, 2018**

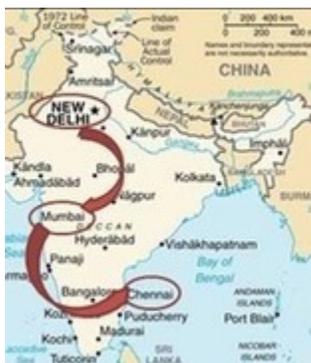
The U.S. Commercial Service in China and the China Association of Medical Equipment (CAME) will promote the first-ever U.S.-China Advanced Medical Equipment Innovation and Technology Seminar on July 20, 2018, which is part of the CAME Annual Meeting to be held July 19-22, 2018 in Suzhou, China.

The seminar will give U.S. companies the opportunity to present with direct access to over 100 participants from government, academia, hospital procurement management and the healthcare industry as well as the opportunity to meet targeted potential partners among the over 10,000 professional representatives attending the CAME annual meeting.

- Cost: \$1,500/company (2 representatives), \$300 each additional person, which includes: a 15-min presentation at the seminar, on-site simultaneous interpretation and multi-channel media exposure for your brand.
- Application deadline is June 15, 2018. Applications received after the deadline will be considered as time and space permits.

- For questions and registration, please contact [Ming.Yang@trade.gov](mailto:Ming.Yang@trade.gov) and [Xiaoli.Pan@trade.gov](mailto:Xiaoli.Pan@trade.gov)

## Healthcare Executive Service - India | Mumbai, New Delhi, Chennai | July 22-28, 2018



The Healthcare Executive Service trade delegation to India is designed for a small group of 6-7 healthcare companies and executives. The Mission is an excellent avenue for entering the Indian market. Each Participant will receive the following services: B2B meetings with distributors, site visits, industry briefings, roundtables with health ministry officials and participation in a medical trade show in Chennai.

- Cost: Small company fee is \$4000; \$500 per additional company representative. Please contact [Carey.Esslinger@trade.gov](mailto:Carey.Esslinger@trade.gov) for more information on company size requirements.
- Registration Deadline: June 8, 2018
- For more information, please [click here](#)

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## Western Hemisphere

### Webinar: How to Prepare for the Medical Device Single Audit Program (MDSAP) | June 28, 2018 (2 - 3 p.m. EDT)

All medical devices in Canada must be deemed safe and effective, including software accompanying any medical device. Beginning January 1, 2019, U.S. companies marketing Class II, III or IV devices in Canada will need a valid MDSAP certificate to get, maintain or amend a medical device. In this webinar, Frédéric Hamelin, Manager of the Quality Systems Section of the Medical Devices Bureau at Health Canada, will provide an overview of the MDSAP requirements and how to prepare for the transition.

- Cost: \$25
  - Register [here](#)
  - More information: Connie Irrera, [Connie.Irrera@trade.gov](mailto:Connie.Irrera@trade.gov), 514-908-3662
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## International Trade Leads

Our international healthcare experts located in more than 75 countries are scouring their markets to identify international firms that are actively looking to purchase U.S. medical devices and equipment. These 'qualified sales leads' are presented below.

**El Salvador:** In search of equipment for a footwear laboratory.

**Guatemala:** Interested in finding U.S. companies that can offer the services for development and formulation of pharmaceutical products.

**Malaysia:** Seeking top U.S. generic manufacturers which offer chronic care pharmaceuticals like asthmatic inhalers or off-patent pharmaceuticals for allergy and diabetes.

**Malaysia:** Seeking drones with specific equipment (i.e. defibrillator, first aid kit, etc.) as a first responder for patients

**Malta:** Accepting bids for the Provision of Services to Develop and Install an IT Solution for Pharmaceutical Affairs.

**Malta:** Accepting proposals for the Procurement of the Infrastructure and Services Required to Implement and Operate an Interface Engine for Health Data Exchange.

**Singapore:** Liquid, elemental iron syrup for infants/children at no more than 30mg of elemental iron per dosage, preferably lower.

**South Africa:** interested in becoming a distributor for a U.S. manufacturer of blood and fluid warmers.

**Thailand:** Supplier of medical devices is looking for suction units and gynecological obstetric tables.

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

## Resources for Exporters



### "What You Need to Know Before Exporting to..." Videos are Readily Available to You!

For some of the top U.S. export markets, such as China, Malaysia, Nigeria, United Kingdom, Canada, Mexico, and others, the International Trade Administration has put together a campaign of 4-8 minute long videos outlining some important considerations when exporting to these select countries. Packed with useful information, users can learn the top markets, key points on marketing, and tips on business culture.

Check out these [Export Market Destinations](#) here!

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## Resources on How to Export and Find New Markets

- [Country Commercial Guides](#) for more than 125 international markets produced by the U.S. Commercial Service
  - [A Basic Guide to Exporting](#) from the U.S. Commercial Service
  - [Basics of Exporting](#) video series from the U.S. Commercial Service
  - [Top Markets Reports](#) for 27 industries from the International Trade Administration
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## Additional Resources for Exporters

- [Trade Finance Guide](#) from the U.S. Department of Commerce
- U.S. Commercial Service [eCommerce Resource Center](#)
- [Report a Trade Barrier](#): File a complaint about a trade barrier or unfair business practice with the U.S. Department of Commerce
- [Report IP Theft](#) via the [National Intellectual Property Rights Coordination Center](#)
- [Intellectual Property Protection: Safeguard Your Company's Trade Secrets, Proprietary Information and Research](#), an FBI publication