

Medtech insights: India.

Evening seminar, September 5, 2011 in Zurich.



Co-organizers



Medtech insights: India.

Market facts

Join us for a specialized seminar focused on the Indian healthcare and medtech market organized by Medtech Switzerland, Osec/Swiss Business Hub, Ernst & Young, and the Swiss Indian Chamber of Commerce (SICC).

This evening event will serve as an introduction to the Indian medtech market and provide up-to-date information on recent trends, opportunities and possible pitfalls.

Currently, the Indian healthcare sector is expected to grow by 12% p.a. The **Indian medical device market** however is currently expected to see a **15% annual growth rate** worth USD 1.85 billion. India is the second most populous country in the world with a high incidence of diseases, yet 65% of its **healthcare industry is underdeveloped**, creating a huge demand potential for medical technology and healthcare services. Along with increasing life expectancy, diseases and growing medical expenses, key changes have occurred in India's demographic profile, prompting a need for further investigation into this growing market. Due to **continued investments** in India's private sector infrastructure coupled with increased healthcare funding from the government, a steady increase in the market for medical equipment is expected.

Conditions for exporting goods to India have become increasingly conducive, particularly since 50% of the demand for medical equipment can only be met by **imports**. Thus, a **promising potential for Swiss SMEs** exists. A successful entry into the Indian Medtech market however comes with certain **pitfalls** such as **regulatory hurdles** and requires adequate preparation.

Two events -the seminar

Medtech insights India – Evening seminar in Switzerland

Following an event organized by Medtech Switzerland and the SICC last November 2010, the two partners will again team up to conduct this evening seminar in Zurich on September 5, 2011 with the additional collaborative efforts of E&Y and Osec. The aim of this seminar is to educate and inform interested Swiss medtech stakeholders about the Indian market.

Date and time **September 5, 2011; 17.00 – 19.00**
Venue **Zunfthaus zur Waag, Münsterhof 8, 8001 Zürich**

-the mission

Medtech close-up India – Fact-finding mission to India

In addition, Medtech Switzerland and its affiliate partners have prepared a **fact-finding mission to India, October 31 – November 2, 2011**. The goal of this mission is to investigate in detail the market potential, technology level and regulatory information in India, as well as to interact with official establishments such as regulatory authorities, industry organizations, private Indian medtech players and established Swiss companies with current operations in India.

Dates **October 31 – November 2, 2011**
Locations **Delhi and Bangalore**
Optional **Mumbai, November 3, 2011**

For the detailed program see the separate brochure on www.medtech-switzerland.com.

Seminar program, terms and conditions.

Monday, Sept. 5

ZunftHaus zur Waag, Münsterhof 8, 8001 Zürich

- 16.30 Registration opens
- 17.00 Welcome**
Patrick Dümmler, Managing Director, Medtech Switzerland
- 17.05 Doing business in India**
Francesco Gherzi, Chairman, Swiss Indian Chamber of Commerce (SICC)
- 17.30 India, an emerging medtech market for Swiss companies**
Heinrich Christen and Pramit Mehta, Partner, Ernst & Young Zürich
- 18.00 Experience of a Swiss medtech company in India**
Marcel Öhri, Senior Area Sales Manager, Ivoclar Vivadent AG
- 18.30 Panel discussion moderated by Dorit Sallis, Managing Director, SICC**
- 18.55 Outlook: Medtech close-up India – Fact-finding mission in October/November**
- 19.00 Networking reception, snacks and beverages**
- 20.30 End of the seminar**

Registration

The **number of participants is limited** so we encourage you to register now by submitting (scan/e-mail or fax) the completed registration form (see last page). **Registration closes August 29th.**

Costs

The participation fee for this seminar is (per person, including VAT):

- **CHF 90.-** for members of the Swiss Chamber of Commerce or Osec
- **CHF 130.-** for all others

Terms and conditions

Above rates include:

- ✓ Participation at the seminar
- ✓ USB stick with the presentations
- ✓ Networking reception, snacks and beverages

Your **participation fee for the seminar will be waived if you decide to also register for the fact-finding mission** to India (October 31 – November 2, 2011).

Registration fees will be invoiced after registration and will be payable within 10 days. No discounts are possible for attending only part of the program. Medtech Switzerland and its partners will make every effort to provide the services and program as outlined, however, changes to the schedule are possible and will not entitle attendees to receive reimbursement of charges.

For written **cancellations** submitted before August 29th, 50% of the costs will be reimbursed. Cancellations after the above date will not be refunded, but companies are welcome to substitute another person to attend the event.

Contact, organizers and supporters.

Contact

Patrick Dümmler, Managing Director, Medtech Switzerland
Wankdorffeldstr. 102, Postfach 261, 3000 Bern 22

Registration & project management:

Jonas Frey, Medtech Switzerland
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Organizing partners



Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of Swiss medical technology to key world markets.
www.medtech-switzerland.com



Osec and Swiss Trade and Investment Promotion support companies from Switzerland and Liechtenstein in the development and expansion of their activities abroad.
www.osec.ch



Ernst & Young is a global leader in assurance, tax, transactions and advisory services.
www.ey.com



SICC is a bi-national, private sector, non-profit association with 400 Swiss and Indian members. It is devoted to growing business between individuals and companies in India and Switzerland.
www.sicc.ch

Supporting partner



The Medical Cluster brings together manufacturers, suppliers, service providers and research and development firms along the medtech value-added chain from throughout Switzerland.
www.medical-cluster.ch

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Registration form.

I would like to attend the "Medtech insights: India – Evening seminar".

Mr. Mrs/Ms

First name: _____ Family name: _____

Position: _____ Division: _____

Company: _____ Address: _____

ZIP code/town: _____ Phone: _____

E-mail: _____ Signature: _____

Please submit your **registration** by marking the appropriate box for the **evening seminar on Sept. 5, 2011** (per person, including VAT):

- CHF 90.-** for members of the Swiss Chamber of Commerce or OSEC
- CHF 130.-** for all others

Above rates include:

- ✓ Participation at the seminar
- ✓ USB stick with the presentations
- ✓ Networking reception, snacks and beverages

Your **participation fee for the seminar will be waived if you decide to also register for the fact finding mission** to India (October 31 – November 2, 2011).

The seminar will take place with a minimum of 10 participants. In the event that an insufficient number of participants register for the event, registrants will be reimbursed for payments that have already been received by Medtech Switzerland.

Please **register** by sending us (scan/e-mail or fax) this completed form **by August 29th** to:

- jonas.frey@medtech-switzerland.com or
- Fax +41 31 335 62 63

You will receive a registration confirmation and invoice by e-mail.

We are looking forward to seeing you soon in Zurich!