

## Contact

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CHINA BRAND®

Business Development  
for MedTech Companies  
in China

## China Leaping Ahead

The Chinese MedTech market is continuing to grow and will be the second largest in the world by 2020. Drivers of the growth are the aging society, air and water pollution, more expenditure on health care products, and the growing middle class. For the latter, children and baby care is of particular interest. Surveys estimate that the Chinese MedTech market will show an annual growth rate of 14 % and expand from 22 billion USD in 2013 to 55 billion USD in 2020.

Yet the market is also under transformation and becomes more difficult for foreign manufacturers. New regulatory policies, the critical assessment of innovative products, increasing local competition in premium segments, and price pressure are new obstacles for MedTech companies from abroad. In addition, stricter compliance rules and decreasing margins for distributors are raising the bar.

Interesting segments are in vitro diagnostic equipment and reagents, implantable and intervention materials and artificial organs, therapeutic products, medical diagnostic and imaging equipment, surgical and emergency appliances, healthcare information technology related equipment and products, as well as medical equipment parts and accessories. Digital solutions are another promising market segment.

The fastest-growing market is the middle segment. Whereas Chinese competitors expand their reach and enter the premium segment, foreign companies need to develop a middle segment portfolio based on reliable market research. M&A, joint ventures, and frugal engineering can be interesting strategic options.

## Our Services

### Market Research and Analysis:

- Analysis of the current premium, middle and low-end products in China's MedTech market
- Middle segment surveys based on Chinese data
- Interviews with Chinese experts in China
- Research and analysis of competitors' intellectual property

### Analysis of Regulatory Policies

- Analysis of legal restrictions and requirements\*
- Evaluation of the new clinical-trial requirements in classes II and III
- Research on the China Food and Drug Administration's innovation assessment activities

### Development of a Middle Segment Entry Strategy

- Identification and evaluation of strategic options
- Selection of target customer segments, e.g. class 3 and county hospitals
- Selection of suitable sales channels, e.g. tendering
- Development of an e- and m-commerce strategy

### Identification and Evaluation of Partners

- Research for local distributors
- Use of Chinese company databases
- Background check and performance evaluation
- Contract design consulting\*

### Marketing and Sales Consulting

- Concepts for compliance in marketing and sales, particularly anti-corruption measures
- Implementation of modern marketing tools

\* Regarding legal consulting and services, please take note of our General Terms and Conditions that you can find on <http://www.chinabrand.de/en/gtc.html>