

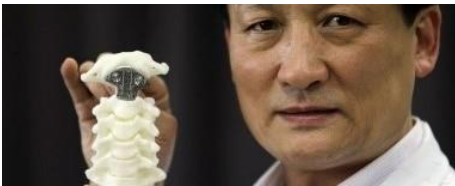


Business Development for MedTech in China

China on the Move

The Chinese market for medical technology is being opened up further by the government and is on course for growth. Drivers are the aging society, air and water pollution, increased demand for medical devices and a health-conscious middle class. This creates new sales opportunities for Western quality products.

At the same time, new regulatory requirements, increasing local competition in the premium segment and rising price pressure in many segments are making market access more difficult for foreign medtech manufacturers. Stricter data protection laws and compliance rules are posing major challenges in the Chinese market.



Segments of interest are devices and reagents for in vitro diagnostics, implantable materials, artificial organs, therapeutic products, medical diagnostic and imaging equipment, surgical and emergency equipment, healthcare information technology equipment and products, and medical device parts and accessories. Digital solutions are another promising market segment.

OUR SERVICES*

Market Research and Analysis:

- Analysis of the current premium, medium- and low-end products
- Interviews with Chinese experts on site
- Research and analysis about intellectual property of competitors

Analysis of Legal Requirements:

- Analysis of legal restrictions and requirements*
- Evaluation of current requirements for clinical trials
- Research on the activities of the China Food and Drug Administration

Development of a Market Entry Strategy:

- Identification and evaluation of strategic options
- Selection of target customer segments
- Selection of distribution channels
- Development of a strategy for E- and M-commerce

Identification and Evaluation of Partners:

- Research of local distributors using Chinese Company databases

- Review and performance evaluation
- Consulting for the drafting of contracts*

Marketing- and Sales Consulting:

- Concepts for compliance in marketing and sales
- Implementation of modern marketing tools

FAST FACTS

New Policies

Beijing is promoting faster market entry for medical devices. The regulatory process is shortened and foreign devices which haven't been approved yet abroad can be imported into China.

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