



Market Data

The Chinese medical device market is steadily growing as a result of an increased interest from domestic medical facilities to import foreign devices. From 2001 through 2009, Chinese imports of medical devices increased from \$1.64 billion to \$6.1 billion. However, domestic manufacturers still account for the majority of sales.

In South China, there are 11,000 local manufacturers of medical equipment that generate an annual production of about \$27.1 billion. Major buyers consist of hospitals, CDCs, and urban & rural health centers. On average, 300 new hospitals were built each year from 1990 to 2007. To meet this increasing demand for medical devices, there are 50,000 medical device distributors throughout China, with Beijing, Shanghai and Guangzhou being recognized as the main distribution centers.

Market Trends

China's new Healthcare Reform Plan of \$125 Billion was approved in January 2009. This plan contains the following major health developments:

- Provide basic medical insurance for all urban and rural residents by 202
- Disease prevention re-emphasized as the primary goal for public health services
- Priority given to improving healthcare infrastructure in rural areas (build 2000+ additional hospitals)
- Higher importance placed on developing community health services for urban residents
- Greater efforts on control and treatment of chronic diseases

Opportunities from New Medical Healthcare Reform Plan:

Overall demand for medical devices in China is expected to expand steadily in the future in the following areas:

- **Health maintenance/services** (e.g. health check-up, home medical care, and nursing)
- **Preventative tests** for women's health, infant health, food and cosmetic safety, infectious diseases, etc.
- **Rehabilitation services** for patients with chronic diseases
- **High-cost sophisticated surgical procedures** for patients with cancer, and cardiovascular, orthopedic, eye diseases.
- **Clinical diagnostic tests** using advanced imaging equipment and analytical instruments



South China Snapshot:

Medical Devices

Major Trade Shows in 2011

Dental South China Expo and Conference

March 2- 5, 2011

Guangzhou, China

www.dentalexpo.cn

CHINA MED (International Medical Instruments and Equipment Exhibition)

March 25-27, 2011

Beijing, China

www.chinamed.net.cn

China International Medical Equipment Fair (CMEF Spring 2011)

April 16-19, 2011

Shenzhen, China

www.cmef.com.cn

Sino-Dental 2011 - China International Dental Exhibition

June 9-12, 2011

Beijing, China

www.sinodent.com.cn

MedTec China

September 7-8, 2011

Shanghai, China

www.deviceink.com

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