

Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of medical technology to key world markets

medtech
switzerland 

Medtech Close-up: USA

**Business trip
to Washington D.C.**

**Sunday, October 17, 2010 –
Wednesday, October 20, 2010**

Save the date!

- Become more familiar with the US – Medical Technology market and explore its opportunities and challenges
- Visit the AdvaMed 2010 in Washington (D.C.), the leading MedTech conference in the United States
- Meet successful Swiss entrepreneurs in the US for an open exchange of experiences
- Discuss with local industry stakeholders and agency experts and get first hand information on changes in health care policy and in the regulatory environment
- Meet with executives of US companies and build your business relation

medical cluster 

Office of Medtech Switzerland

Insight, experience, challenges, opportunities

The US medtech market

With volume of CHF 97.3 billion (2009), the US is the largest market for medical technology products. Volume is expected to grow in the next few years by an average of 4% p.a. (excluding the effects of the current healthcare reform), and an even higher rate of growth is expected in the long term. The main reasons for this growth include the increasing proportion of the population over the age of 65, constantly rising life expectancy and the acceleration of chronic illness.

There are currently around 6,000 manufacturers of medical technology products in the US. Most of these companies employ fewer than 100 people. In 2009, the annual turnover of the three largest companies was approximately CHF 40 billion.

In 2008, the US registered a slight trade surplus in medical technology products of approx. CHF 500 million. In 2009, the total value of imported medical technology goods was almost CHF 30 billion. Switzerland exported approx. CHF 1.6 billion of goods to the US, accounting for only 5% of US imports and a good 12% of all Swiss exports.

AdvaMed 2010

AdvaMed 2010 is the premier medtech conference for CEO's, medtech specialists, policy makers, financiers, the media and industry stakeholders from around the world.

AdvaMed 2010 offers you the unique opportunity to meet more than 1,500 representatives of the medtech industry from every sector. The conference brings together politicians, medtech specialists and insiders, creating space for critical dialogue on regulatory issues, healthcare finance (reimbursement via health insurance companies, government programs) and future business and market development.

AdvaMed 2010 also offers a range of learning and best practice forums. Over 40 panels featuring more than 160 thought leaders will discuss current issues. Four internationally recognized keynote speakers will address the developments in the medtech industry. At past events key speakers have included, for example, Presidents Bill Clinton and George H. W. Bush, US Speaker of the House of Representatives Nancy Pelosi and leading FDA and HHS officials.

AdvaMed 2010 offers the world class Medtech Partnering program in which you can meet key specialists and entrepreneurs. More than 600 scheduled meetings took place at last year's AdvaMed.

Program

Sunday, October 17, 2010

Arrival (individually arranged)
Washington D.C.

7:00 p.m. Dinner

Monday, October 18, 2010

Morning Briefing: Doing business in the US
Briefing: The US medtech market

Afternoon Presentation by the FDA
Reimbursement via health insurance and
government programs
Healthcare reform in the US
Wrap-up and expectations of AdvaMed

Evening Tell Award Event at the Swiss embassy

Tuesday, October 19, 2010

Attendance at the AdvaMed Conference

Morning Individual attendance at forums and
speeches

Afternoon Presentations on market entry in the US
and the regulatory framework
Panel of representatives of successful
Swiss medtech companies in the US

Evening Reception at the Swiss embassy and
networking with US medtech companies

Wednesday, October 20, 2010

Attendance at the AdvaMed Conference

Morning Individual attendance at forums and
speeches

Afternoon Individual attendance at forums and
speeches

Evening Farewell party / Closing of the business trip

Further information

The number of the participants is limited to 30 persons.

Ernst & Young will support you in organizing individual meetings at AdvaMed.

Travel and accommodation

During the business trip, Ernst & Young will organize the whole program, transfers and catering for participants. Hotel rooms will be available from our block booking.

Travel to and from Washington D. C. must, however, be organized by participants on an individual basis. SWISS will be offering special rates.

Costs

Because Medtech Switzerland is contributing to the costs, we are able to offer this trip at a favorable cost: The costs for the business trip amount to CHF 2'500 including access to the AdvaMed 2010, specials workshops and all meals (excluding travel and accommodation).

Organisation

 **ERNST & YOUNG**

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Insert - reply slip Please return by August 13



I am interested in the business trip to AdvaMed in Washington D. C. from October 20. 17 - 20, 2010 Please send me the complete program and the registration form as soon as they are ready.

Last name _____

First name _____

Position in the company _____

Company _____

Address _____

ZIP code/town _____

Signature _____

Please send this reply slip to the following address:

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Postfach
8022 Zürich

or by fax: +41 58 286 42 18

or send an e-mail containing all of the above details to:
kevin.meile@ch.ey.com