

# Save the date Medtech market insights: USA.

Workshops and individual consulting sessions: March 29 - April 5, 2011.



# Medtech market insights: USA.

**We take great pleasure in inviting you to the “Medtech market insights: USA” organized by Medtech Switzerland and Oslo Medtech. These two organizations join forces to offer you an attractive program with dedicated market experts. Get first-hand insights into the biggest medical technology goods market in the world.**

## US-medtech market

With a volume of CHF 97.3 billion / NOK 606.1 billion (2009), the USA is without a doubt the largest market for medical technology products. Volume is expected to grow in the next few years by an average of 4% p.a., 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 illnesses. However, these good general growth prospects opportunities in the US-market are currently threatened by the effects of the healthcare reform and the uncertainty regarding the future requirements for market approval and reimbursement.

There are currently around 6,000 manufacturers of medical technology products in the USA. Most of these companies employ fewer than 100 people. In 2009, the annual turnover of the three largest companies was approximately CHF 40 billion / NOK 249.2 billion. In 2009, The total value of imported medical technology goods was almost CHF 30 billion / NOK 187 billion, resulting in a slight trade surplus in medical technology products of approx. CHF 500 million / NOK 3.1 billion.

Medtech Switzerland is currently preparing together with Osec an update of the report on “The U.S. Market for Medical Technology: Opportunities and Challenges for Swiss Companies”. The report will be available in late march 2011 and the main findings will be presented at the “Medtech market insights: USA” workshops.

## Concept

To evaluate the market opportunities and to be aware of the challenges of the US-market, Medtech Switzerland and Oslo Medtech designed a program tailored to medtech manufacturers, suppliers and service providers interested in the US-market. Be it that your company is already selling its products in the USA or be it that you are interested in exporting to the USA this “Medtech Market insights: USA” will provide you with the necessary information to further develop your business.

## Dates

To save you travel costs and time “Medtech market insights: USA” will take place with the same program in three different locations:

### Switzerland

- Zurich or Berne: March 29<sup>th</sup> - 30<sup>th</sup>, 2011
- Lausanne or Geneva: March 31<sup>th</sup> - April 1<sup>st</sup>, 2011

(Final host cities will be announced in February)

### Norway

- Oslo: April 4<sup>th</sup> – 5<sup>th</sup>, 2011

# Preliminary program (subject to change).

## Day 1

08.00 Networking breakfast and registration

### Module 1: Introduction

08.30 Opening remarks

09.00 The US-market for medical technology: opportunities and challenges

09.45 Coffee break

The following module 2 and 3 consist of presentations of dedicated US-medtech market specialists and allow enough time for Q&A after each presentation.

### Module 2: Workshop – Regulatory process

10.00 Reaching compliance: How to adjust your processes to meet FDA regulations

10.45 Conducting trials: How to conduct your clinical trials in the USA

11.30 Receiving approval: How to obtain and market your 510(K) with today's FDA

12.15 Network luncheon

13.00 Establishing reimbursement: How to list your product for reimbursement

### Module 3: Workshop – Market entry

13.45 Successful partnering: What big US-corporations are looking for in potential partnerships

14.30 Holistic distribution: What are the services distributors can offer

15.15 Coffee break

15.30 Own subsidiary: What it takes and what the Life Science Alley of Minnesota offers

16.00 Emerging opportunity: US-medtech companies prioritizing initial market entry in Europe

### Module 4: First-hand experience

16.30 Sharing experience: Swiss and Norwegian companies presenting their US-market entry strategy

17.30 Closing of day 1

19.30 Optional networking dinner

## Day 2

Day 2 offers the possibility to arrange **individual meetings** with the US-experts, representatives and Swiss (Osec) or Norwegian export promotion experts. These **consulting sessions** will be coordinated by the organizers Medtech Switzerland or Oslo Medtech respectively.

08.00 Beginning of individual consulting sessions

~12.00 Individual working lunch

16.00 Closing

## Registration and organizers.

### Registration

If you are interested to receive the detailed program incl. participation fee (to be announced in February) please send us an e-mail containing your name, organization and contact details.

### Contact

**For Swiss participants:** [contact@medtech-switzerland.com](mailto:contact@medtech-switzerland.com)

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### Organizing Associations



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](http://www.medtech-switzerland.com)



Oslo Medtech is a cluster of companies, hospitals, finance-, knowledge and research institutions focusing on medical technology and ehealth. Oslo Medtech generates innovation, facilitates development of medtech and ehealth products and services and contribute to international market development..  
[www.oslomedtech.no](http://www.oslomedtech.no)

### Partners



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](http://www.medical-cluster.ch)



Osec helps companies from Switzerland and Liechtenstein to develop and expand their activities abroad.  
[www.osec.ch](http://www.osec.ch)