

# Medtech market insights: USA.

Workshops and individual consulting sessions:

Winterthur, March 29/30 and Lausanne, March 31/April 1, 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.**

## U.S.-medtech market

With a volume of CHF 97.3 billion (2009), the U.S. 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 U.S.-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 U.S. 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 2009, the total value of imported medical technology goods was almost CHF 30 billion, resulting in a slight trade surplus in medical technology products of approx. CHF 500 million.

Together with Osec Medtech Switzerland prepared an update of the report on “The U.S. Market for Medical Technology: Opportunities and Challenges for Swiss Companies”. The report will be published on March 29 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 U.S.-market, Medtech Switzerland and Oslo Medtech designed a program tailored to medtech manufacturers, suppliers and service providers interested in the U.S.-market. Be it that your company is already selling its products in the U.S. or be it that you are interested in exporting this “Medtech Market insights: USA” will provide you with the necessary information to further develop your business.

## Dates and venue

To save you travel costs and time “Medtech market insights: USA” will take place with the same program at two different venues:

- **Winterthur**  
March 29<sup>th</sup> - 30<sup>th</sup>, 2011  
Technopark Winterthur, Jägerstrasse 2, 8406 Winterthur
- **Lausanne**  
March 31<sup>th</sup> - April 1<sup>st</sup>, 2011  
Chambre vaudoise du commerce et de l'industrie (CVCI),  
Avenue d'Ouchy 47, 1006 Lausanne

# Program.

## Day 1

07.30	Opening of registration, coffee
<b>Module 1: Opening addresses and status of the U.S.-market</b>	
08.00	<b>Opening remarks</b> <ul style="list-style-type: none"> <li>• <b>Welcome by Medtech Switzerland</b> Erwin Locher (President Medtech Switzerland)</li> <li>• <b>Official opening</b>, Speaker tba</li> </ul>
08.20	<b>The U.S.-market for medical technology: opportunities and challenges</b> Patricia Scheller (Senior Advisor Medtech Switzerland) <b>Questions and answers</b>
09.00	<b>Impact of the U.S.-Healthcare reform</b> Speaker tba <b>Questions and answers</b>
09.30	Coffee break
<b>Module 2: Workshop – Regulatory process</b>	
10.00	<b>A political update on the 510(k) program: An Alice in Wonderland experience</b> Mark DuVal (DuVal Associates)
10.30	<b>Clear as mud obtaining a 5010(k): A perspective from Lake Wobegon</b> Mark DuVal (DuVal Associates) <b>Questions and answers</b>
11.15	<b>Establishing medical reimbursement: Value characterization</b> Carla Monacelli (Argenta Advisors) <b>Questions and answers</b>
12.00	Network luncheon
13.00	<b>Structuring clinical trials for adoption in the USA</b> Ethan Rooney (MedPace) (tbc) <b>Questions and answers</b>
<b>Module 3: Workshop – Market entry</b>	
13.30	<b>Successful partnering: What big U.S.-corporations are looking for in potential partnerships?</b> Speaker tba <b>Questions and answers</b>
14.15	<b>Adapting your products for the U.S.-market: What you need to know about market adaption</b> Kai Worrell (Worrell Design) <b>Questions and answers</b>
15.00	Coffee break
15.30	<b>The business of medtech: Business funding trends and strategies for entering the U.S.-market</b> Kermit Nash (Grey Plant Mooty)

# Program.

## Day 1

- 16.00**      **Doing business in the U.S.-market: Getting started, step by step**  
Michael A. Almond (Parker Poe Adams & Bernstein)  
**Questions and answers**
- Module 4: Lessons learnt - Discussion**
- 16.30**      **Input presentation: The experiences of a Swiss medtech SME in the U.S.**  
Speaker tba
- 16.45**      **Panel discussion: Positioning your company with the emerging trends in U.S.-healthcare**  
All speakers; moderation by Erwin Locher (President Medtech Switzerland)
- Module 5: Closing remarks**
- 17.30**      **Closing remarks from Oslo Medtech**  
Carl Christian Gilhuus-Moe (Chairman of the Board of Oslo Medtech; Winterthur workshops) or Kathrine Myhre (Managing Director Oslo Medtech; Lausanne event)
- 17.45**      **Closing remarks from Medtech Switzerland and preview on day 2**  
Patrick Dümmler (Managing Director Medtech Switzerland)
- 18.00**      Networking, food and beverages
- ~19.00**      **Closing day 1**  
Networking, drinks and snacks

## Day 2

Day 2 offers the possibility to arrange individual **one2one meetings** with the speakers from the workshop and additional dedicated U.S.-market experts. A small **exhibition** with information material about services to support your U.S.-business helps to complete the “Medtech market insights: USA” event. The consulting sessions will be coordinated by Medtech Switzerland with an online tool.

- 08.00      Beginning of individual consulting sessions  
~12.00      Individual working lunch  
16.00      Closing day 2 and of the event

Each expert will be available for about 8-10 individual meetings during day 2. For an overview of the registered **experts** check our regularly updated list of experts on [www.medtech-switzerland.com/onetoone](http://www.medtech-switzerland.com/onetoone)

If you are interested to **book a one2one meeting** with a specific U.S.-medtech expert

- register for the “Medtech market insights: USA” event (see next page) and
- go to [www.medtech-switzerland.com/onetoone](http://www.medtech-switzerland.com/onetoone), open the pdf and click on the link next to the desired expert.
- The link will direct you to a website where you will see all available slots for that specific expert.

We adopt a **first registered – first served principle** but will try to accommodate as many requests as possible.

## Registration, costs, and venue.

### Registration

The number of participants is limited so register now by sending us (scan/mail or fax) the completed registration form (see last page).

To register as an expert for the one2one consulting sessions and for presenting your company with a small booth on day 2 please contact us on [contact@medtech-switzerland.com](mailto:contact@medtech-switzerland.com).

### Costs and cancellation policy

Because Medtech Switzerland and sponsors are contributing to the costs, we are able to offer this 2-day-event at the favourable rate of (all prices excl. VAT)

- CHF 700.- per person for companies with less than 25 worldwide employees
- CHF 900.- per person for companies with less than 50 worldwide employees
- CHF 1'100.- per person for all other companies

The amount will be invoiced after registration and is payable within 7 days. No reduction is possible for attending only part of the program. These costs are only for the services described in the program and particularly do not include accommodation, breakfast and dinner. Medtech Switzerland makes every effort to provide the services and program as outlined. However, alterations are possible but do not entitle to a reimbursement of costs.

For written cancellations until March 21 we will reimburse 50% of the costs. For later cancellations there will be no refund. Of course you may nominate another person from your company as a replacement free of charge.

### Venue

The "Medtech market insights: USA" will take place at two different venues, both having the same program:

- **Winterthur**  
March 29<sup>th</sup> - 30<sup>th</sup>, 2011  
Technopark Winterthur, Jägerstrasse 2, 8406 Winterthur
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March 31<sup>th</sup> - April 1<sup>st</sup>, 2011  
Chambre vaudoise du commerce et de l'industrie (CVCI),  
Avenue d'Ouchy 47, 1006 Lausanne

### Contact

**If you have any questions about the program, registration process, one2one meetings etc. please do not hesitate to contact us:**

Dr. Patrick Dümmler, Managing Director Medtech Switzerland  
Wankdorffeldstrasse 102, CH-3000 Bern 22, Switzerland  
[contact@medtech-switzerland.com](mailto:contact@medtech-switzerland.com); +41 31 335 62 41



## Organizers and partners.

### Organizing associations



**This event is jointly organized by Medtech Switzerland and Oslo Medtech**

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)

### Gold sponsors



**We would like to thank the following gold sponsors for their contribution**

The Federation of Swiss Medical Devices actively represents the interests of its over 240 members and raises its voice for attractive economic conditions. FASMED provides information and consultancy with regard to regulatory issues as well as questions of economic policy and maintains relationships to the authorities and partners in the healthcare system. [www.fasmed.ch](http://www.fasmed.ch)



As Division of Business and Economic Development, Canton of Zürich, we inform, accompany, accelerate and establish (cluster) networks. We support companies interested in moving to Zurich, beginning with the evaluation process right up to the actual initiation of business at the new location, and help them gain a foothold in the Zurich Economic Area. We do so in close cooperation with our internal and external partners. [www.location.zh.ch](http://www.location.zh.ch)



The Economic Promotion of the Canton of Vaud aims to help the business community in any project to set up, develop or establish a company:

- Information and advice
- Support for administrative procedures
- Financial and tax incentives
- Connecting with financial, industrial and research partners

[www.vaud.ch/en](http://www.vaud.ch/en)

## Sponsors and partners.

### Silver sponsors



#### We would like to thank the following silver sponsors for their contribution

The CVCI is committed to maintaining a favourable political and economic climate that stimulates competitiveness and dynamic activity in the private sector. It helps businesses to succeed in opening new markets and provides them with a strong and useful network. [www.cvci.ch](http://www.cvci.ch)



Location Promotion Winterthur Region is an association dedicated to promoting Winterthur and its surroundings as a place for living and doing business in. Its key tasks are communicating Winterthur's advantages and assisting those who wish to establish a business or make the city or its surroundings their home. [www.standort-winterthur.ch/en](http://www.standort-winterthur.ch/en)

### Partners



#### We would like to thank the following partners for their contribution

BioAlps is the life science cluster of Western Switzerland and the entry point to a wealth of contacts, know-how and knowledge, concentrated in a small, attractive geographic area with a great infrastructure. [www.bioalps.org](http://www.bioalps.org)



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)

# Registration form.

contact@medtech-switzerland.com

Fax +41 31 335 62 63

I would like to attend the "Medtech market insight: USA" on March 29/30 or March 31/April 1

First name:	Family name:
Position:	Division:
Company:	Address:
ZIP code/town:	Phone:
E-mail:	Signature:

**I register at the following costs (all prices excl. VAT):**

- CHF 700.-, my company has less than 25 worldwide employees
- CHF 900.-, my company has less than 50 worldwide employees
- CHF 1100.-, my company has more than 50 worldwide employees

**I want to join the Medtech market insight USA at the following date/city**

- Winterthur, March 29/30, 2011
- Lausanne, March 31/April 1, 2011

Please register by sending us (scan/mail or fax) the completed form above **until March 21** to:

- contact@medtech-switzerland.com
- or
- Fax +41 31 335 62 63

The participation fee will be invoiced after registration and is payable within 7 days. You will receive a registration confirmation for this workshop by e-mail.

Please contact us for special rates if you intend to present your services at the one2one consulting session and/or wish to have a small booth to promote your company.

We are looking forward to seeing you soon at the workshop!