

# Medtech close-up: India.

Fact-finding mission to India, October 31 – November 2, 2011



Co-organizers



# Medtech close-up: India.

## Summary

Join us on a medtech fact finding mission to India organized by Medtech Switzerland, Osec/Swiss Business Hub India (SBHI), Ernst & Young and the Swiss Indian Chamber of Commerce (SICC).

We have prepared a three day program from **Monday, October 31 to Wednesday, November 2, 2011** with visits to **Delhi** and **Bangalore**. Optional visit includes **Mumbai (November 3)**:

- ✓ Get an **update** on the emerging trends, opportunities and pitfalls in the Indian medtech market at a one day seminar in Delhi
- ✓ **Exchange** with established Swiss and Indian medtech companies (market entry strategies, regulatory environment etc.)
- ✓ Benefit from **tailored meetings and programs** which include important Indian medtech players and stakeholders (Indian medtech companies, government, hospitals etc.)
- ✓ **Network** with potential business partners at receptions in Delhi and Bangalore

## Market facts

The Indian economy expanded by 8.6% in 2010-11 and is expected to grow by over 9% in the current fiscal year. In spite of major policy challenges and the need for long pending reforms (i.e. infrastructure, governance, taxes), the **long-term prospect of the Indian economy is promising** due to solid macroeconomic fundamentals, a strong domestic consumption and the ongoing integration in the global economy.

Currently, the Indian healthcare sector is expected to grow by 12% p.a. The **Indian medical device market** however is currently expected to see a **15% annual growth rate** worth USD 1.85 billion. India is the second most populous country in the world with a high incidence of diseases, yet 65% of its **healthcare industry is underdeveloped**, creating a huge demand potential for medical technology and healthcare services. Along with increasing life expectancy, diseases and growing medical expenses, key changes have occurred in India's demographic profile, prompting a need for further investigation into this growing market. Due to **continued investments** in India's private sector infrastructure coupled with increased healthcare funding from the government, a steady increase in the market for medical equipment is expected.

Conditions for exporting goods to India have become increasingly conducive, particularly since 50% of the demand for medical equipment can only be met by **imports**. Thus, a **promising potential for Swiss SMEs** exists from two angles: the exports of Swiss medical devices to India, and the outsourcing of manufacturing, trials and research. India may not only see a need for advanced technology with medical equipment, but may also experience a rapid increase in opportunities in large indigenous manufacturing sectors in order to serve the growing Indian population and demand. A recent burgeoning of development centers of multinational companies has occurred in India whose focus is the development and **customization** of their high end products as per specific Indian requirements, re-affirming the need for certain ("made in India, made for India") products (reverse innovation).

A successful entry into the Indian Medtech market however comes with certain **pitfalls** such as **regulatory hurdles** and requires adequate preparation.

# Medtech close-up: India.

## Two events

For India, Medtech Switzerland and its partners have organized two events that can be booked individually:

- The **evening seminar** “Medtech insights: India” on **September 5, 2011** in **Zurich** (for the detailed program please see the separate flyer on [www.medtech-switzerland.com](http://www.medtech-switzerland.com))
- The **fact-finding mission** “Medtech close-up: India” to **Delhi** and **Bangalore** **October 31 – November 2**, and optionally **Mumbai, November 3, 2011** (detailed in this brochure)

## -the seminar

Following an event organized by Medtech Switzerland and the SICC last November 2010, the two partners will again team up to conduct an **evening seminar in Zurich on Sept. 5, 2011** with the additional collaborative efforts of E&Y and Osec. The aim of this seminar will be to inform interested Swiss medtech stakeholders about the Indian market.

## -the mission

The goal of the **fact-finding mission to India** is to gauge investigate in detail the market potential, technology level and regulatory information in India, as well as to interact with official establishments such as regulatory authorities, industry organizations, private Indian medtech players and established Swiss companies with current operations in India. The program has been designed to achieve the following **objectives**:

- ✓ **Marketing** – Matchmaking with potential importers / distributors / agents as well as end customers (export opportunities, business development)
- ✓ **Collaboration** – Technology transfer, joint-ventures and sourcing (R&D, Trials)
- ✓ **Information** – Government policies (in particular product registration), market potential and concrete business opportunities
- ✓ **Networking** – Network with Swiss companies and Indian healthcare stakeholders

This delegation trip offers a well-balanced program: A **seminar** with local market experts, covering not only basic market facts but also leading to more complex issues like product registration and the protection of intellectual property, as well as various **networking receptions** and **individually tailored meetings/programs** with potential distributors, experts, business partners and end customers (facilitation of business development with a parallel program for different medtech sub-sectors).

## Dates

**Evening seminar** in Switzerland (may be booked independent from the mission):

- **September 5, 2011** from 17.00 – 19.00
- Zunfthaus zur Waag, **Zurich**

For the detailed program please see the separate flyer on [www.medtech-switzerland.com](http://www.medtech-switzerland.com).

**Fact-finding mission** to India:

- **October 31 – November 2, 2011** to **Delhi** and **Bangalore**
- Optional extension **November 3, 2011** for **Mumbai**

For the detailed program please see the following pages.

## Program – Delhi.

### Sunday, Oct. 30 Optional program

Arrival in Delhi, transfer (included in option 1 and 2), and check-in at hotel (organized and booked by OSEC/SBHI, Medtech Switzerland and its partners).

**Optional program** (exact time and venues to be announced):

- Afternoon – Guided sightseeing tour of Delhi
- Evening – Get-together dinner

### Monday, Oct. 31 Official program

**Morning (seminar) – Delhi**

Location: Ernst & Young, 6th Floor, HT House, 18-20 Kasturba Gandhi Marg, New Delhi

- Welcome and introduction
- Doing business in India
- Overview healthcare system, medtech market and regulatory environment
- Product registration
- Protecting your IP
- Distributor search and assessment
- The services of the Medtech Switzerland, the Swiss Business Hub, and the SICC

Lunch

**Afternoon (networking) – Delhi**

- Swiss-Indian Medtech Forum: Testimonials of Swiss and Indian companies/distributors

**Evening (networking) – Delhi**

- Reception hosted by the Swiss Embassy; meet with local Swiss Entrepreneurs and selected Indian medtech/healthcare entrepreneurs and government officials

### Tuesday, Nov. 1 Official program

**Morning and afternoon (tailored program) – Delhi and surroundings**

Program tailored to the needs of participating companies. Activities include:

- Individual matchmaking and one2one meetings with potential distributors, business partners or consultants
- Presentations of key Indian medtech players and stakeholders (medtech companies, government, hospitals etc.)
- Site visits to healthcare administration, companies, and hospitals

**Evening (transfer)**

- Flight to Bangalore (organized and booked by OSEC/SBHI and Medtech Switzerland)
- Check-in at hotel (organized and booked by OSEC/SBHI and Medtech Switzerland)

## Program – Bangalore and Mumbai.

### Wednesday, Nov. 2 Official program

#### **Morning (seminar) – Bangalore**

Location: Ernst & Young, Kalyani Magnum, Ground Floor, Wing A, Block 1, Doraisanipalya, Bannerughatta Road, Bangalore

- Introduction into the Bangalore life science cluster
- Presentation of Bangalore medtech companies and healthcare stakeholders

#### **Afternoon (tailored program) – Bangalore and surroundings**

Program tailored to the needs of participating companies. Activities include:

- Individual matchmaking and one2one meetings with potential distributors, business partners or consultants
- Presentations of key Indian medtech players and stakeholders (medtech companies, government, hospitals etc.)
- Site visits to healthcare administration, companies, and hospitals

#### **Early evening (networking) – Bangalore**

- Medtech networking dinner hosted by the SICC

#### **Late evening (optional transfer)**

- Optional flight to Mumbai (organized and booked by OSEC/SBHI and Medtech Switzerland)
- Check-in at hotel (organized and booked by OSEC/SBHI and Medtech Switzerland)

### Thursday, Nov. 3 Optional program

#### **Morning and afternoon (optional tailored program) – Mumbai and surroundings**

Optional program tailored to the needs of participating companies. Activities include:

- Individual matchmaking and one2one meetings with potential distributors, business partners or consultants
- Presentations of key Indian medtech players and stakeholders (medtech companies, government, hospitals etc.)
- Site visits to healthcare administration, companies, and hospitals

#### **Evening**

- End of program; return to Switzerland

# Registration, costs, terms and conditions.

## Registration

The **number of participants is limited** so register now by submitting the completed registration form by scan/email or fax (see last page). A detailed travel package with all information needed for your trip will be sent to you in early October.

**Registration closes September 30<sup>th</sup>.**

## Travel and accommodation

During the trip, OSEC, Medtech Switzerland and its partners will organize the program, transfers, and catering as listed in this brochure. **All transfers within India, accommodation and meals are organized and booked by OSEC and Medtech Switzerland.**

## Costs -official program

Due to Medtech Switzerland subsidizing the costs, we are able to offer this fact finding mission at reduced rates.

**The official program elements** of this fact finding mission for Monday Oct. 30 – Wednesday, November 2, in Delhi and Bangalore, are available in three options:

*Please note that all prices are per person and exclude VAT.*

### **Option 1 (includes all flights, economy class):**

Flight from Zürich to New Delhi, and from Mumbai or New Delhi to Zürich in Economy Class (Swiss)

- ✓ Participation at **all events** from Monday, Oct. 31 – Wednesday, Nov. 2 as outlined in the program
- ✓ **Hotel** accommodation from Sunday, Oct. 30 – Thursday, Nov. 3 (4 nights)
- ✓ All **transfers** within India, incl. domestic flights (Economy class) from Delhi to Bangalore and from Bangalore to Mumbai or New Delhi (transfer)
- ✓ All **meals** from Monday, Oct. 31 – Wednesday, Nov. 2
- **CHF 3'500.-**, for companies with less than 25 worldwide employees
- **CHF 3'900.-**, for companies with less than 50 worldwide employees
- **CHF 4'300.-**, for companies with more than 50 worldwide employees

### **Option 2 (incl. all flights; Int. flights business class, domestic flights economy class):**

Flight from Zürich to New Delhi, and from Mumbai or New Delhi to Zürich in Business Class (Swiss)

- ✓ Participation at **all events** from Monday, Oct. 31 – Wednesday, Nov. 2 as outlined in the program
- ✓ **Hotel** accommodation from Sunday, Oct. 30 – Thursday, Nov. 3 (4 nights)
- ✓ All **transfers** within India, incl. domestic flights (Economy class) from Delhi to Bangalore and from Bangalore to Mumbai or New Delhi (transfer)
- ✓ All **meals** from Monday, Oct. 31 – Wednesday, Nov. 2
- **CHF 6'100.-**, for companies with less than 25 worldwide employees
- **CHF 6'800.-**, for companies with less than 50 worldwide employees
- **CHF 7'500.-**, for companies with more than 50 worldwide employees

# Registration, costs, terms and conditions.

## Costs (continued) -official program

### Option 3 (no international flights and airport pick-up):

- ✓ Participation at **all events** from Monday, Oct. 31 – Wednesday, Nov. 2 as outlined in the program
- ✓ **Hotel** accommodation from Sunday, Oct. 30 – Thursday, Nov. 3 (4 nights)
- ✓ All **transfers** within India, incl. domestic flights (economy class) from Delhi to Bangalore
- ✓ All **meals** from Monday, Oct. 31 – Wednesday, Nov. 2
- **CHF 1'500.-**, for companies with less than 25 worldwide employees
- **CHF 1'700.-**, for companies with less than 50 worldwide employees
- **CHF 1'900.-**, for companies with more than 50 worldwide employees

Early bird savings: **Save CHF 200.-** off the above registration rates for the official program **until August 31<sup>st</sup>**!

## -optional program

### The costs for the **optional program elements**:

- **CHF 150.-**, for optional sightseeing tour and get-together dinner on Sunday, Oct. 30
- **CHF 500.-**, for the Mumbai program (includes flight Bangalore to Mumbai and tailored program on Thursday, Nov. 3)

*Please note that costs for the optional program are per person regardless of company size, and do not include VAT.*

## Registration, costs, terms and conditions.

### Travel partner

**SWISS** is supporting the “Medtech close-up: India” as its official carrier with **attractive fares**. Flights will be booked by the organizers for travel options 1 and 2.

### Visa information

Please allow enough time for the Visa application process. Medtech Switzerland and the Swiss Business Hub India will support you by providing you with the invitation letter for your business Visa. More details regarding the Visa application process can be found at: <http://in.vfsglobal.ch>

### Terms and conditions

For companies with no existing representation in Switzerland (e.g. manufacturing, distribution), full costs apply. Please contact us for applicable rates.

Registration fees will be invoiced after registration and will be payable within 10 days. No discounts are possible for attending only part of the program. OSEC, Medtech Switzerland and its partners will make every effort to provide the services and program as outlined, however, changes to the schedule are possible and will not entitle attendees to receive reimbursement of charges.

### Cancellation policy

For written cancellations submitted before September 30<sup>th</sup>, 50% of the costs will be reimbursed. Cancellations after the above date will not be refunded, but companies are welcome to substitute another person to attend the event.



## Contact and organizers.

### Contact

Patrick Dümmler, Managing Director, Medtech Switzerland  
Wankdorffeldstr. 102, Postfach 261, 3000 Bern 22

**Registration and project management:**

Jonas Frey, Medtech Switzerland  
Tel. +41 31 335 62 41, [jonas.frey@medtech-switzerland.com](mailto:jonas.frey@medtech-switzerland.com)

### Organizing partners



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)



Osec and Swiss Trade and Investment Promotion help companies from Switzerland and Liechtenstein to develop and expand their activities abroad.  
[www.osec.ch](http://www.osec.ch)



Ernst & Young is a global leader in assurance, tax, transactions and advisory services.  
[www.ey.com](http://www.ey.com)



SICC is a bi-national, private sector, non-profit association with 400 Swiss and Indian members. It is devoted to growing business between individuals and companies in India and Switzerland.  
[www.sicc.ch](http://www.sicc.ch)

## Supporting Partners.

### Supporting partners

#### medical cluster

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)



A STAR ALLIANCE MEMBER 

Swiss International Airlines is the official Airline of Switzerland - connecting Switzerland and Europe with the world.

[www.swiss.com](http://www.swiss.com)

jonas.frey@medtech-switzerland.com

Fax +41 31 335 62 63

# Registration form (1/2).

I would like to attend the "Medtech close-up: India".

Mr.  Mrs/Ms

First name: \_\_\_\_\_ Family name: \_\_\_\_\_

Position: \_\_\_\_\_ Division: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

ZIP code/town: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_

Please submit your **registration** by marking the box with the appropriate **option** with associated cost for the **official program** of this fact finding mission (Monday Oct. 30 – Wednesday, November 2, Delhi and Bangalore; all prices per person, excluding VAT):

**Option 1 (includes all flights, economy class):**

- CHF 3'500.-, for companies with less than 25 worldwide employees
- CHF 3'900.-, for companies with less than 50 worldwide employees
- CHF 4'300.-, for companies with more than 50 worldwide employees

**Option 2 (includes all flights; International flights business class, domestic flights economy class):**

- CHF 6'100.-, for companies with less than 25 worldwide employees
- CHF 6'800.-, for companies with less than 50 worldwide employees
- CHF 7'500.-, for companies with more than 50 worldwide employees

**Option 3 (no international flights):**

- CHF 1'500.-, for companies with less than 25 worldwide employees
- CHF 1'700.-, for companies with less than 50 worldwide employees
- CHF 1'900.-, for companies with more than 50 worldwide employees

## Registration form (2/2).

Early bird: **Save CHF 200.-** off the above rates for registration **until August 31<sup>st</sup>!**

Above rates include:

- ✓ Participation at **all events** from Monday, Oct. 31 – Wednesday, Nov. 2 as outlined in the program
- ✓ **Hotel** accommodation from Sunday, Oct. 30 – Thursday, Nov. 3 (4 nights)
- ✓ All **transfers** within India, incl. domestic flight Delhi to Bangalore
- ✓ All **meals** from Monday, Oct. 31 – Wednesday, Nov. 2

Please mark the box below if you would also like to **register** for the **optional program** elements (all prices are per person regardless of company size and exclude VAT):

- The optional **sightseeing tour** and **get-together dinner** on Sunday, Oct. 30 at **CHF 150.-**
- The **Mumbai program** (includes flight Bangalore to Mumbai and tailored program on Thursday, Nov. 3) at **CHF 500.-**

The “Medtech close-up: India” program will take place with a minimum of 8 participants. In the event that an insufficient number of participants register for the event, registrants will be reimbursed for payments that have already been received by Medtech Switzerland.

Please **register** by sending us this completed form by email or fax **by September 30<sup>th</sup>** to:

- [jonas.frey@medtech-switzerland.com](mailto:jonas.frey@medtech-switzerland.com) or
- Fax +41 31 335 62 63

You will receive a registration confirmation for this fact finding mission by e-mail. A detailed travel package with all necessary information will be sent to you by mid October.

We are looking forward to seeing you soon in India!