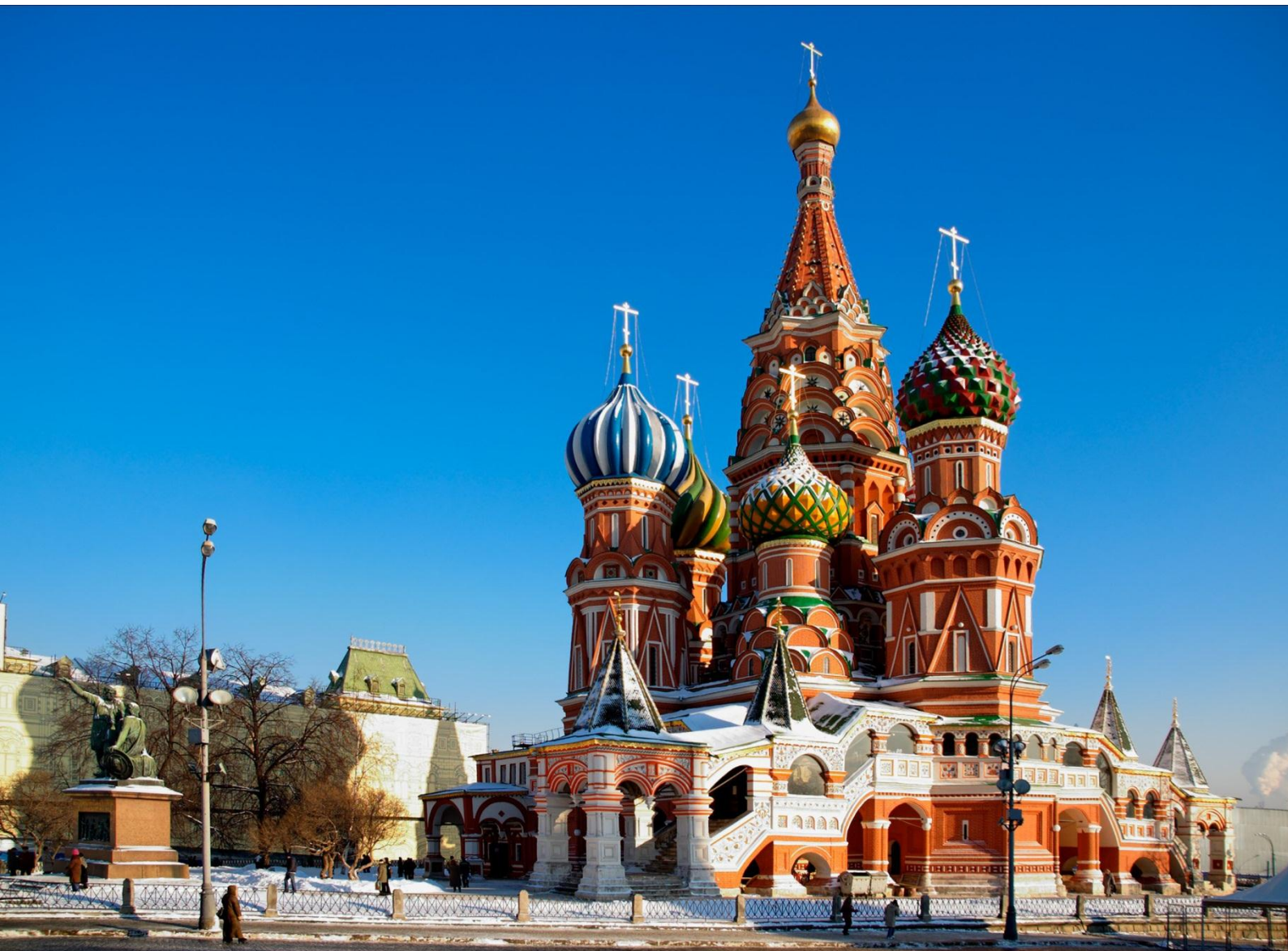


Medtech close-up: Russia.

Fact-finding mission to Russia, October 17th – 19th



Partner



Swiss Russian Forum

Medtech close-up: Russia.

Summary

Join us on a medtech fact-finding mission to Russia organized by Medtech Switzerland, in partnership with the Swiss Russian Forum (SRF) Foundation.

Together with the SRF, we have prepared a three day program from Monday October 17th through Wednesday, October 19th, 2011 in Moscow, Russia. This specialized forum is aimed at strengthening Swiss-Russian medtech relationships.

- ✓ Get informed on the upcoming market trends and changing landscape of the Russian healthcare system.
- ✓ Explore cooperative business opportunities and partnerships with Russian-based companies as well as available funding for new collaborations.
- ✓ Investigate the legal, economic and political environments where collaboration would be established.
- ✓ Receive recommendations from current leaders in medtech export with Russia and established Swiss companies with Russian business ties.

Market facts

The Russian market for medical technology in 2011 is estimated to be **worth CHF 5 billion**, making it the 13th most important country in the medical technology sector. In addition, Russia is strongly dependent on imports with about 80% of its current needs being met by foreign companies. In 2010, **Swiss medtech exports** to Russia in medical, surgical, and dental increased by 36.6%, accounting for CHF 31 million. Because of its size and growing demand for medical technologies, the opportunities for an increased foreign presence to fill the import need remains strong. The new declared aim of the Russian government however has been to increase the market share of **domestic producers** by at least 50% in the coming years.

Recently the Russian government enacted a national 'health' project to improve health standards across the country. Starting in 2011, significant funds will be available to health institutions for the acquisition of new health-centered purchases. Half of all hospital equipment in Russia is more than 10 years old, with four out of ten hospitals in need of a complete overhaul. In the dissemination of these health project resources, Moscow will **prioritize funds** to international manufacturers who maintain all or part of their production process in Russia.

While a huge potential for market growth in Russia exists, several challenges remain. A sound knowledge of the Russian governmental and regulatory agencies and practices are required in order to successfully enter the market. For example, working with the Department of Registration of Foreign Medical Equipment and Devices (the main agency that oversees medical devices) is only one of multiple official agencies that demand a partnership. In general, foreign companies are required to have a local "authorized representative" who communicates with Russian authorities and registers the company's products. The aim of the Medtech Switzerland fact-finding mission to Russia is to help companies **understand the Russian market**, offer information and advice for **successful entry** into the market, and provide **networking opportunities** both within Russia and through existing Russia-Swiss relations.

The mission

Medtech Switzerland and its partners have teamed up to organize a three day event offering multiple learning and networking opportunities for medtech companies.

Medtech close-up: Russia.

The Forum - October 17th through the morning of 18th, the Swiss Russian Forum will provide participants with information on the emerging Russian healthcare trends and information on establishing bilateral partnerships.

The special program - On the Afternoon of October 18th, the Medtech Switzerland fact-finding mission will provide a series of informational talks focused on the Russian medtech and healthcare sectors.

The optional program - On October 19th, a specialized program for Swiss medtech companies will be held which includes networking sessions and a chance to meet key government figures such as the Russian Minister of Health and the head of the medical certification department (tbc).

The forum

Medtech Switzerland and the Swiss Russian Health Forum have teamed up to facilitate a high-impact conference on opportunities in the Russian medtech marketplace. To date, several European countries, as well as the US, have already begun intensifying efforts to enter the growing Russian health market. The interest to exchange information and negotiate collaboration between Russian and Swiss health related industries is expanding. This fact-finding mission, coupled with the Swiss Russian Health Forum, will provide Swiss medtech and health related industries a chance to explore or bolster Russian health sector ties through active learning about critical components of the legal, governmental, and industrial paradigms surrounding the Russian health market.

The special program

The purpose of this special program is to educate interested Swiss companies on the Russian health related markets and promote bilateral cooperation between government, medtech industries, and Russian institutions involved in health care. The program has been designed to meet the following objectives:

- ✓ Generate interest in the growing opportunities surrounding the Russian health market
- ✓ Establish connections between Swiss industry providers and Russian healthcare consumers
- ✓ Promote access to new markets in the Russian Federation and in Switzerland
- ✓ Provide current and relevant information on market trends, and troubleshoot possible pitfalls

The special program has been designed to include information pertaining to all medtech specializations within the industry. The topics will also provide targeted information on essential business aspects required to launch Swiss-Russian industry collaborations. Informational sessions will be held on the Russian healthcare environment, the regulatory environment, challenges associated with achieving medical reimbursement, and marketing and distribution to name a few. Participants will also have the option to meet with the Russian Minister of health, and establish Russian networks directly with individuals in the healthcare sector (tbc).

Present your company

If you are a Swiss medtech company and are interested in presenting information about your products and services to a Russian audience at the forum, several presentation places are still available. For more information, please send an email to jonas.frey@medtech-switzerland.com. Please include the name of your company, a brief description of your presentation and which session you would like to be included in (i.e. cardiovascular solutions, dental solutions, orthopedic solutions, or improving healthcare).

Dates, venue and Program.

Dates and venue

Program
Sunday, Oct. 16th

Monday, Oct. 17th
- the forum

Fact-finding mission in Moscow, Russia

- October 17th – 19th, 2011
- Lomonosov Moscow State University, Faculty of Psychology, Moscow, Russia

To **prepare** for the fact-finding mission, Medtech Switzerland and Osec are organizing a seminar on Russia

- September 2nd, 2011 from 09.00 – 12.00
- Osec, Stampfenbachstrasse 85, 8006 Zürich

The seminar and the mission may be **booked independently** from each other. For the detailed program please see the separate flyer on www.medtech-switzerland.com

Afternoon

- 14.00 Optional sightseeing tour of Moscow
- 19.00 Optional welcome cocktail at the Swiss Embassy

Location: Moscow, Lomonosov Moscow State University

Morning

- 09.00 Registration and coffee
- 10.00 Opening plenary: Healthcare system
- 12.00 Lunch and networking

Afternoon

- 14.00 Parallel sessions
 - Medical devices – Orthopedic solutions
 - Hospital organization
 - Healthcare funding
 - Cardiac surgery and cardiology
 - Oncology
 - Orthopedic surgery
 - Emergency and critical care
 - Brain science/neurology
- 16.00 Coffee break and networking
- 16.30 Parallel sessions
 - Medical devices – Dental solutions
 - Healthcare products
 - Medical education – quality control and safety
 - Cardiac surgery and cardiology
 - Oncology
 - Orthopedic surgery
 - Emergency and critical care
 - Psychology/psychiatry
- 18.30 End of the sessions

Evening

Swiss Russian Health Night

Program.

Tuesday, Oct. 18th
- the forum

Morning

9.00 Parallel sessions

- Medical devices – Cardiovascular solutions
- Diabetes, metabolic syndrome & obesity
- Infectious diseases
- Cardiac surgery and cardiology
- Oncology
- Live-Orthopedic
- Personalized medicine and gastroenterology
- ICT in healthcare

11.00 Coffee break and networking

11.30 Parallel sessions

- Medical devices – Improving healthcare
- Gastroenterology
- Reproductive Medicine
- Cardiac surgery and cardiology
- Oncology
- Orthopedic surgery
- Nanobiotechnology
- ICT in healthcare

13.30 End of the sessions

Lunch and networking

- special program

Afternoon

14.30 **Special program for Swiss medtech companies**

- Overview of the Russian medtech market
- The Russian healthcare environment
- The Regulatory environment
- Achieving medical reimbursement
- Marketing and distribution
- Testimonial of a Swiss company

18.00 End of the day program

Wednesday, Oct. 19th
- special program

Morning

9.00 **Special program for Swiss medtech companies**

- Visit of a public hospital in Moscow
- 12.00 Lunch and networking
- Meeting with the minister of health (tbc)
 - Meeting with the head of the medical certification department (tbc)

Afternoon

16.00 End of the fact-finding mission

Thursday, Oct. 20th
- optional program

Morning and afternoon

Optional program: Prearranged individual meetings (matchmaking provided by the Swiss Business Hub)

Registration, costs, terms and conditions.

Registration

The number of participants is limited so register now by sending us (scan/mail or fax) the completed registration form (see last page). Registrations will be handled on a first com first served basis.

The registration covers documentation, coffee breaks, luncheons and welcome cocktail at the Swiss Embassy as outlined in the program. For attendees and accompanying persons we offer a full service: flight/hotel/transfer and visa-service.

Costs

Because Medtech Switzerland and sponsors are contributing to the costs, we are able to offer this fact-finding mission at reduced rates of (all prices per person excl. VAT)

Forum:	CHF 540.-
Special program:	CHF 540.-
Optional program:	CHF 450.-

The forum at CHF 540.-, includes:

- ✓ Welcome cocktail at the Swiss embassy on Oct. 16th
- ✓ Entry to the Swiss Russian Health Forum on Oct. 17th (full day) and Oct. 18th (morning)
- ✓ Participation at the Swiss Russian Health Night on Oct. 17th

The special program at CHF 540.-, includes:

- ✓ Lunch on Oct. 18th
- ✓ Seminar on Oct. 18th in the afternoon
- ✓ Special program on Oct. 19th (full day) including lunch

The optional program at CHF 450.-, includes:

- ✓ Prearranged individual meetings based on participant/company background and needs

Terms and conditions

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. 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.

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

Cancellation policy

Written cancellations received until September 5th will be reimbursed for 50% of the cost. Cancellations after the above date will not be refunded, but companies are welcome to substitute another person to attend the event.

Dress code and weather

Welcome Cocktail – smart casual

Swiss Russian Health Dinner – elegant casual

Weather in mid-October tends to be similar in Switzerland and Moscow with cool nights.

Contact, Organizers and partners.

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

Organizing associations

This event is jointly organized by Medtech Switzerland and the Swiss Russian Forum



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



The Swiss Russian Forum represents prosperous and lasting economic, political, scientific and cultural relations between Switzerland and the Russian Federation.
www.swissrussianforum.org

Partners



We would like to thank the following partners for their support

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



Osec helps companies from Switzerland and Liechtenstein to develop and expand their activities abroad. www.osec.ch



The JCC supports economic relations between Switzerland and Russia, Ukraine, Kazakhstan and Belarus. It does so by promoting business opportunity through the provision of current information and organizing events that showcase economic possibilities and provide contacts to key individuals and organizations in the countries it represents.
www.jointchambers.ch

jonas.frey@medtech-switzerland.com

Fax +41 31 335 62 63

Registration form.

I would like to attend the fact-finding mission to Russia

First name: _____ Family name: _____

Position: _____ Division: _____

Company: _____ Address: _____

ZIP code/town: _____ Phone: _____

E-mail: _____ Signature: _____

Dates: _____ Arrival: _____ Departures: _____

I would like to register for following program and cost (all prices excl. VAT):

- CHF 540.- , for the forum
- CHF 540.- , for the special program
- CHF 450.- , for the optional program

Visa service (full), consular fee and visa processing CHF 226.-

- Yes. Please provide us with: Passport N°: _____ Nationality: _____ Issued: _____ Expiry: _____
- No

Accommodation options:

- | | | |
|---|--|--|
| <input type="checkbox"/> Hotel National (walking distance 3 minutes) | <input type="checkbox"/> single room:
CHF 545.- (p/night) | <input type="checkbox"/> double room:
CHF 595.- (p/night) |
| <input type="checkbox"/> Hotel Holiday Inn Sokolniki (metro 15 min. - to metro 10 min.) | CHF 250.- (p/night) | CHF 300.- (p/night) |

Transfers (service only for flights booked with this registration – see below)

- CHF 107

Swiss Flights (CHF 720.-):

- Oct 16th - 19th
- Oct 16th - 20th
- from Geneva
- from Zurich

Please register by sending us (scan/mail or fax) the completed form above **until September 5th** to:

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

The participation fee will be invoiced after registration and is payable within 10 days. You will receive a registration confirmation for this workshop by e-mail.

We are looking forward to seeing you in Russia!