

# Medtech insights: South Africa.

The Impact of the National Health Insurance: South Africa.

Evening seminar, March 22, 2012 in Zurich.



Co-organizer

# Medtech insights: South Africa.

**You are invited to join us for a specialized seminar focusing on the South African health and health technology market organized by Medtech Switzerland and Osec/Swiss Business Hub. The seminar will serve as an introduction and provide insight on trends, opportunities and possible pitfalls.**

## Market facts

The South African two tiered healthcare system continues to provide significantly divergent standards of healthcare, with rampant private sector spending (12-15% pa) providing world class healthcare to under only 20% of the population (20%), mirrored with an underdeveloped public sector unable to provide sufficient quality care to the broader population, compounded with significant burden of disease, shortfall in human resources and poor institutional management, policy and delivery, amongst others.

Government response is the development of the “10-Point Plan”, which aims to reform the entire health care management, financial and delivery system, with the ultimate introduction of National Health Insurance (NHI). With this comes significant increase in investment and regulatory reform, with public sector spending alone increasing from ZAR63B in 2007/08, ZAR113B in 2011/12 to over ZAR140B by 2014. Within this is specific allocation in 2012 of ZAR2.9B to improve quality in health facilities, medical and hospital systems to bring public sector hospitals to a comparable standard to the private sector. This investment is expected to continue as all public sector institutions are brought up to par. Total health spend could reach ZAR350B by 2014, a Compound Annual Growth Rate (CAGR) of over 15%, approx. 3B USD per year.

The South African Healthcare industry will continue to grow, driven by undying government support for universal coverage (NHI), and consumers who have an insatiable desire to improve their health and demand for innovative therapies. As medical devices are predominantly imported, this represents a fantastic opportunity for medical device manufactures to position themselves as part of the health care strategy of South Africa, and understanding market access hurdles will provide easier navigation.

## Date and costs

Date and time **March 22, 2012; 17.00 (16.30 registration) – 19.00**  
 Venue Osec, Stampfenbachstrasse 85, 8006 Zurich, [www.osec.ch](http://www.osec.ch)

The participation fee for the seminar is (per person, excluding VAT):

**CHF 70.- for members of Osec**

**CHF 110.- for all others**

Your participation fee for the seminar will be reimbursed if you decide to also register for the fact-finding mission to South Africa.

## The fact finding mission 2012

To be announced; planned for Sept. 3-6, 2012.

# Program.

Thursday, March 22

**Osec, Stampfenbachstrasse 85, 8006 Zurich**

**Moderation:** Max Bertschmann, Director Swiss Business Hub South Africa

**16.30** Registration opens

**17.00** **Welcome**

Dr. Patrick Dümmler, Managing Director, Medtech Switzerland

**17.05** **South Africa your gate way to sub-Sahara**

Max Bertschmann, Director Swiss Business Hub South Africa, Pretoria

**17.15** **Insights into the South African market**

Mark Brand, Market Access Consultant & CEO, Brandtech Healthcare Technology Consulting CC, Johannesburg

**18.00** **Experience of a Swiss Medtech company in South Africa**

Example 1 tba

**18.15** **Experience of a Swiss Medtech company in South Africa**

Example 2 tba

**18.30** **Panel discussion**

Moderated by Max Bertschmann

**18.50** **Summary / Outlook: Medtech Fact-finding mission to South Africa,**

Patrick Dümmler and Max Bertschmann

**19.00** **Networking reception, snacks and beverages**

**19.30** **End of the seminar**

## Registration

The **number of participants is limited** so we encourage you to register now by submitting (scan/e-mail or fax) the completed registration-form (see last page).

**Registration closes March 9, 2012.**

## 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 written cancellations submitted before March 9, 2012, 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, organizers and supporters.

### Contact

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

**Registration:**

Jonas Frey, Project Manager, Medtech Switzerland  
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### 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 support companies from Switzerland and Liechtenstein in the development and expansion of their activities abroad.  
[www.osec.ch](http://www.osec.ch)

jonas.frey@medtech-switzerland.com

Fax +41 31 335 62 63

# Registration form.

I would like to attend the "Medtech insights: South Africa – Evening seminar".

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 appropriate box for the evening seminar on the 22nd March 2012 (per person, excluding VAT):

- CHF 70.-** for members of the OSEC
- CHF 110.-** for all others

**Above rates include:**

- ✓ Participation at the seminar
- ✓ USB stick with the presentations
- ✓ Networking reception, snacks and beverages

Your participation fee for the seminar will be reimbursed if you decide to also register for the fact-finding mission to South Africa (Sept. 3-6, 2012).

Please register by sending us (scan/e-mail or fax) this completed form by **March 9, 2012** to:

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

We are looking forward to seeing you soon in Zurich!