

Save the Date

# Medtech close-up: India.

Trade mission to India, October 15 - 17, 2012



Co-organizers



  
Swiss-Indian Chamber of Commerce

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## Summary

Join us on a medtech trade 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 15 to Wednesday, October 17, 2012** with visits to **Delhi** and **Bangalore**. Optional visit includes **Mumbai (October 18)**:

- ✓ 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

## The mission

The goal of the **trade mission to India** is to gauge 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** with potential distributors, experts, business partners and end customers (facilitation of business development with a parallel program for different medtech sub-sectors).

## Dates

**Trade mission** to India:

- **October 15 - 17, 2012** to **Delhi** and **Bangalore**
- Optional extension **October 18, 2012** for **Mumbai**

For the detailed program please see the following pages.

## Preliminary program.

Sunday, Oct. 14  
Optional program

Individual arrival in Delhi

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

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

Monday, Oct. 15  
Official program

**Morning (seminar) – Delhi**

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

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, Oct. 16  
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 and customers
- 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

## Wednesday, Oct. 17 Official program

### **Morning (seminar) – Bangalore**

- Introduction into the Bangalore life science cluster
- Presentation of Bangalore medtech companies and healthcare stakeholders
- Clinical trials and sourcing opportunities

### **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

**The official program ends here, individual return to Europe.**

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

Optional flight to Mumbai

## Thursday, Oct. 18 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 and customers
- Site visits to healthcare administration, companies, and hospitals

**The optional program ends here, individual return to Europe.**

## Contact and organizers.

### Contact

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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 Switzerland Trade and Investment Promotion help companies from Switzerland and Liechtenstein to develop and expand their activities abroad.  
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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.  
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