

**Registration closes  
July 31<sup>st</sup>**

## Medtech close-up: South-Africa.

Trade mission to Johannesburg and Cape Town, September 3-6, 2012.



Co-organizer

# Medtech close-up: South Africa 2012.

**Join us on a medtech delegation trip to South Africa organized by Medtech Switzerland and the Swiss Business Hub South Africa.**

## Summary

- ✓ Discover emerging opportunities as a result of healthcare reform
- ✓ Navigate regulatory and government hurdles with help from experts in the field
- ✓ Network with key purchasers, distributors and hospital groups

## South Africa

With roughly 50 million inhabitants, South Africa has the largest growing medical technology market in Sub-Saharan Africa. Both a strong private healthcare sector and a public health sector which is receiving significant government investment to meet reform demands has opened the door to a booming healthcare market. By 2014 the South African government plans to increase healthcare spending by CHF 3.1 billion with an additional CHF 330 million to improve health facilities, medical and hospital systems, and to align the standard of care in the public sector hospitals with that of the private sector. Along with conventional devices and medical technologies, the demand for innovative therapies is expected to rise. As medical devices are predominantly imported, healthcare reform represents a growing opportunity for Swiss-based medical device manufactures.

## Dates and location

September 3-6<sup>th</sup>, 2012 Medtech Switzerland and the Swiss Business Hub South Africa will hold Trade Mission South Africa, a program specifically designed for Swiss medtech SMEs interested in exploring business opportunities in this fast growing market.

# Program.

Sunday, Sept. 2

Arrival in Johannesburg (individually arranged)  
**Optional** get-together dinner (time and venue to be announced)

Monday, Sept. 3

## **Morning**

Arrival in Johannesburg and transfer to Centurion/Pretoria  
Light lunch at restaurant in Centurion/Pretoria

## **Afternoon**

Country briefing:

- Welcome and introduction
- Overview healthcare system, Medtech market und regulatory environment
- Protecting your IP (legal environment in South Africa)
- How to find the right partner and assessment
- The services of Medtech Switzerland, the Swiss Business Hub, and BRANDTECH

Meeting with Department of Health/Health Technology Directorate

## **Evening**

Business dinner with presentation of SAMED Chairman or COO

- History and Mission of SAMED
- Presentation of SAMED activities and initiatives

Tuesday, Sept. 4

## **Morning**

Meeting with Netcare Hospital Group, Sandton/Johannesburg

- Supply chain management of a private hospital group (procurement processes for equipment and consumable surgical devices)
- Challenges and opportunities for medical technologies

Meeting with Medical Funder/ Insurance Company, Johannesburg

- The role of health insurance in South Africa
- Reimbursement system and practices in South Africa
- Challenges and opportunities for medical technologies

## **Afternoon**

Private Clinic visit, Centurion/Pretoria

- Meeting with the management team
- A South African private clinic from the inside

## **Evening**

Cocktail with potential South African business partners, Centurion/Pretoria

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

- Individual matchmaking and one2one meetings with potential distributors, business partners or consultants
- Presentation /table fair of participating Swiss Medtech companies

# Program.

## Wednesday, Sept. 5

### **Morning**

Transfer to OR Tambo international airport – flight to Cape Town

### **Afternoon**

Meeting with Mediclinic Hospital Group, Stellenbosch

- Supply chain management of a private hospital group (procurement processes for equipment and consumable surgical devices)
- The impact of health tourism on technologies required
- Challenges and opportunities for medical technologies

Business Dinner with Mediclinic Hospital Group, Stellenbosch

- social evening with the Management

### **Evening**

Farewell apéro

## Thursday, Sept. 6

### **Morning**

Health innovation in South Africa

- Presentation on local research and development of medical devices in South Africa
- Challenges for medical device innovation in South Africa
- Regulatory pathways for medical devices in South Africa

### **Afternoon**

Debriefing:

- Light lunch
- Wine tasting

Flight to Johannesburg

### **Evening**

Flight to Switzerland (individually arranged)

– End of the program –

# Registration, terms and conditions.

## Registration

The **number of participants is limited** so register now by submitting (scan/email or fax) the completed registration form (see last page). A detailed travel package with all information needed will be sent to you mid of August. **Registration closes July 31<sup>st</sup>.**

## Travel and accommodation

**All transfers within South Africa, accommodation and meals** as outlined in the program are organized and booked by the Swiss Business Hub South Africa and **included in the participation fee**. Flights Switzerland-South Africa and visa (if applicable) are in the responsibility of the participants.

## Costs

Because Medtech Switzerland is subsidizing the costs, we are able to offer this delegation trip at the favorable rate of (all prices per person and excluding VAT)

**CHF 2'200.-**, for companies with less than 25 worldwide employees.

**CHF 2'500.-**, for companies with less than 50 worldwide employees.

**CHF 2'800.-**, for companies with more than 50 worldwide employees.

For companies with no own representation (e.g. manufacturing, distribution) in Switzerland full costs apply. Please contact us to get the applicable rate.

The amount will be invoiced after registration and is payable within 10 days. No reduction is possible for attending only part of the program. These costs are only for the services described in the program and specifically do not include personal travel expenses and the international flights Switzerland-South Africa. Medtech Switzerland and the Swiss Business Hub South Africa 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 reimbursement of charges.

## Cancellation policy

For written cancellations submitted before July 31<sup>st</sup> 50% of the costs will be reimbursed. For later cancellations there will be no refunds; however companies may 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  
Tel. +41 31 335 62 39, [patrick.duemmler@medtech-switzerland.com](mailto:patrick.duemmler@medtech-switzerland.com)

**Registration:**

Jonas Frey, Medtech Switzerland  
Fax +41 31 335 62 63, [jonas.frey@medtech-switzerland.com](mailto:jonas.frey@medtech-switzerland.com)

### Organizer



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)

### Supporting partners



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)

jonas.frey@medtech-switzerland.com

Fax +41 31 335 62 63

# Registration form.

I would like to attend the Medtech close-up: South-Africa, September 3-6, 2012.

Mr.  Mrs/Ms

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

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

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

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

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

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

- CHF 2'200.-, my company has less than 25 worldwide employees
- CHF 2'500.-, my company has less than 50 worldwide employees
- CHF 2'800.-, my company has more than 50 worldwide employees

**Included in the above fee** are (Sept. 3-6, as outlined in the program):

- ✓ Participation at all seminars, events, site visits, and meetings
- ✓ Accommodation
- ✓ Flight from Johannesburg to Cape Town and return
- ✓ Local transports
- ✓ Meals and receptions

**I also want to register for (at no additional costs):**

- Dinner on September 2<sup>nd</sup>

The trade mission to South Africa will take place when a **minimum of 8 participants** have registered. In the event that an insufficient number of participants register for the mission, registrants will be reimbursed for payments made to Medtech Switzerland only.

Please **register** by sending us (scan/email or fax) this completed form **by July 31<sup>st</sup>** to:

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

You will receive a registration confirmation for this delegation trip by e-mail. A detailed travel package with all information needed will be sent to you mid-August. We look forward to welcoming you soon to South Africa!