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INFOMEDIX

I N T E R N A T I O N A L

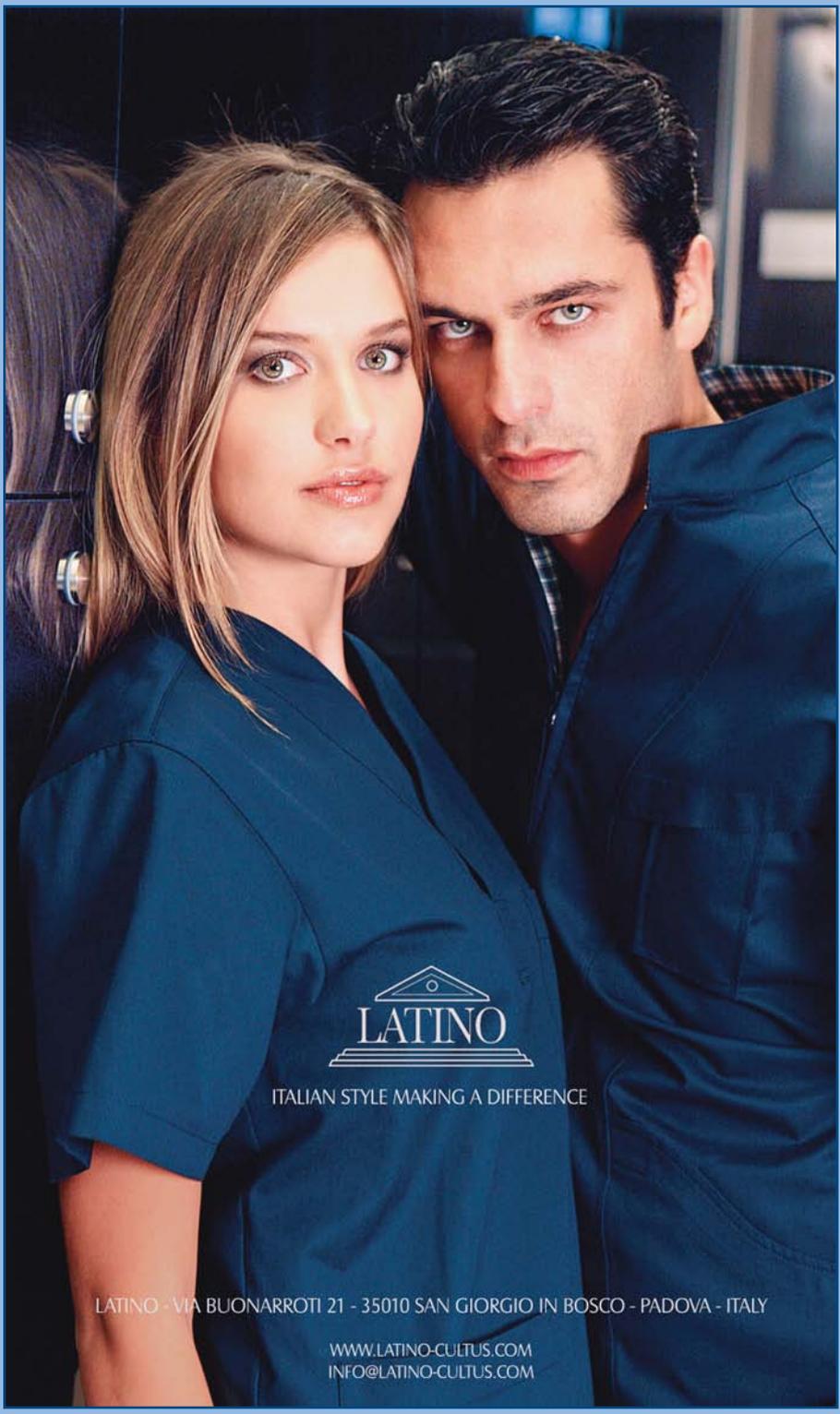
Connecting **Medical Business** Worldwide

The medical market in **India**

Trademark and Patent Registration in the **UAE**

Medical Tourism

Successful **Marketing**





MEDICAL LEGWEAR, THE PERFECT FEELING OF WELL-BEING

PREVENTIVE STOCKINGS
PANTYHOSES / STOCKINGS / KNEE HIGHS

ANTI-EMBOLISM STOCKINGS

THERAPEUTIC STOCKINGS

SENSITIVE FEET

UNISEX COTTON SOCKS

ULCER KIT

Mimosa srl, with its own brand name Sanyleg, is leader in the production of Preventive and Medical Stockings. Italian elegance and style go hand in hand with the very best technologies for the well-being and health of legs. The articles of greatest interest for the market belong to the following 4 lines:

Anti-Embolism Stockings for Hospital use during and after surgical operations as a valid aid to reduce the risk of embolism and thrombosis of lower limbs.

Elastic Cotton Socks manufactured in 4 compression levels, suitable for anyone seeking for comfort and prevention.

Diabetic Socks for Sensitive Skin designed to avoid any inconvenience caused by rubbing and tightness. Recommended for diabetes sufferers or those with sensitive and delicate skins. Suitable for anyone that simply is seeking quality and comfort.

Therapeutic Stockings recommended by specialist doctors for the treatment of the most important venous pathologies: swollen legs, oedemas and varicose veins.

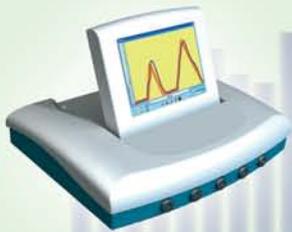
SANYLEG

EXCELLENCE MADE IN ITALY

BIOFEEDBACK ELECTROTHERAPY ULTRASONOTHERAPY

Cares demand quality and reliability

The highest rehabilitation technology



Traumatology

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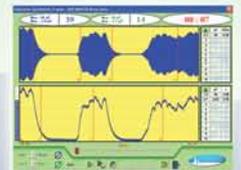
Men Urology



Vascular

Aesthetic

Rheumatology



400 rehabilitation protocols

Hemiplegy

Sport physiotherapy

Assessments

Sandrine Galliac-Alanbari

Perineology Teacher - Paris

“At last a reliable Biofeedback...”

Gilles Barette

Teacher - Paris

“At last, a device which allies ergonomy and physiologically adapted protocols.”

Alain Bourcier

C.E.R.P. Responsible - Paris

“Our patients have finally found an electrostimulation combining comfort and efficiency.”

Guy Valancogne

Perineology Teacher - Lyon

“The technology and a team at your service matching your professional competence and proficiency.”

French Manufacturer

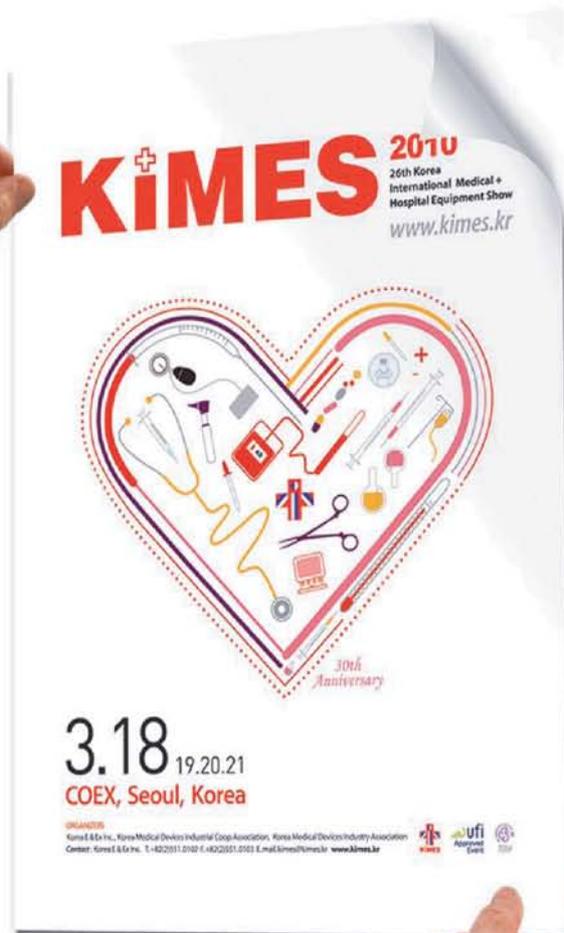
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More than 1,200 companies
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of exhibition space
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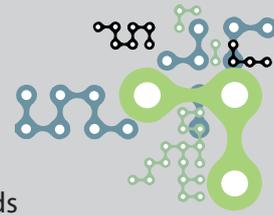
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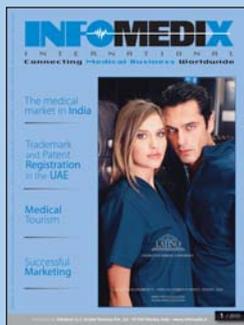
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Atlas Specialty Lighting



Atlas Specialty Lighting has been business for more than 50 years. During this time, we have become one of the largest stocking distributors for these industries in the world. As result, our exports have increased tremendously in the last 20 years. We supply replacement lamps for but not limited to the following applications:

MEDICAL-SCIENTIFIC ~ OPHTHALMIC ~ DENTAL ~ BIOMEDICAL BATTERIES and much more!

At Atlas, we pride ourselves on product knowledge and availability of those products which will provide solutions to your needs. Should you have any requirements for items, please get in touch with us. If we don't have, we'll get it for you.

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Trachi Hold and Trachi Dress, for excellent performance, in safety, effectiveness and economy!

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... A Great Combination

Mammography Unit



New mammography "MAMMO-R" unit will improve detection of breast cancer and improve the comfort of patients undergoing a mammogram. As part of a refurbishment to the unit a dedicated waiting and changing area has been developed providing space and privacy for patients.

Improved diagnosis and detection ultimately improves the prognosis for many with breast disease leading to a reduction in mortality:

- Compact and ergonomic system design
- Motorized C-arm height and rotation adjustment
- Touch-screen interface at assistant workstation
- Digital indication of breast compression force, compressed thickness and projection angle

In 2010 the new digital mammography equipment will be at You service. Uses digital technology enabling images to be viewed immediately in DICOM 3.0 standart.

AMICO JSC – Russia
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New PantOs ArtPlus



PantOs Art Plus; actually we can easily state this machine has the best image quality available on the market.

This is due to its technology: ART Plus represents a new generation of extra-oral dental X-ray imaging systems. The new CdTe (Cadmium Telluride) sensor technology provides up to 300 individual images per second during a single panoramic exposure. These images are combined to produce multiple panoramic layers of unparalleled quality and clarity.

CdTe-sensor is a unique technology that, unlike any other dental radiology sensor, directly converts X-rays to electronic signals. X-rays are not converted to light, therefore no blurring occurs and image clarity and contrast are increased up to 300 %.

Blurred images with mispositioned patients or unclear images with specific anatomical features that were difficult to diagnose using conventional panoramic systems, can now be easily resolved without additional exposures, using ART Plus autofocus or manual focus features.

For more information, please contact:

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PARAGON



PARAGON®, the latest invention of STERYLAB, is going to revolutionize the bone-marrow biopsy procedure worldwide.

- Main features:
- 100% success in retrieval of intact specimen
 - No need for bone luxation
 - Easy and fast maneuver

- One maneuver for bone -marrow biopsy and aspiration
- Bone- marrow aspiration after biopsy
- Minimally invasive, less pain: 11G can replace standard 8G

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DERMEO™



DERMEO, the experts in Pulsed Light presents its world patent innovation: an easy change water cooled LAMP-CARTRIDGE for Hair removal for light and dark skins, Skin rejuvenation, Vascular and Pigmented lesions treatments, Acne treatments. Major designer and manufacturer of Pulsed Light devices, DERMEO™ has the pleasure of presenting a worldwide patented innovation for IPL devices; our cartridge containing a water-cooled lamp, interchangeable by the user, making it quicker and easier to use.

We have two device models:

- The **ESTHEFLASH 3**; has two indications;
 - Hair Removal (light and dark skin) and -Skin Rejuvenation, with a fluence of up to 20 Joules/cm²
- The **MEDIFLASH 3**; can be used for all indications;
 - Hair Removal (light and dark skins),

- Skin Rejuvenation,
- Pigmented Lesion treatments,
- Vascular treatments and;
- Acne treatments.

With a fluence of up to 40 Joules/cm². **Medical CE class IIb labelled.**

DERMEO also provides exciting new services for the software of these devices. These include profile management and a log book download through the USB plug.

Because safety is our highest priority, DERMEO systems provide the quality certifications of ISO 13485, UL marking, medical CE marking, Health Canada approval, TGA approval, FDA approval pending and our Free Sale certificate. DERMEO led a clinical report made in a great hospital in Paris, L'HOPITAL DE LA PITIE SALPETRIERE showing the great effectiveness of our devices and the high level of security.

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SomnoGuard®

series of oral devices to treat annoying snoring and dangerous obstructive sleep apnoea.



The prefabricated and custom-made SomnoGuard® oral devices underwent extensive clinical research to demonstrate their efficacy and comfort of use.

The devices are easy to fit chairside within minutes resp. to fabricate by dental laboratories. Devices are CE-marked and obtained FDA 510(k) clearance in the U.S. Tomed's certified quality system com-plies with EN ISO 13485.

For more information please visit our website or contact us.

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New mammo housing C340



The history of IAE began in 1950 with high power electronic valve production. Manufacturing of x-ray tubes followed in 1965, exploiting the already advanced technology in high vacuum and special metals.

Today, IAE plays a major role in the international x-ray market as the only independent manufacturer in Europe of rotating anode tubes. With its wide product line of more than 100 insert/housing combinations, IAE is a strategic and reliable partner to the most important equipment manufacturers globally.

- IAE offers:
- special application tubes (for mobile systems and mobile c-arms)

- inserts and housings for medium and high duty radiological systems
- inserts and housings for digital angiography and cardiac application
- complete units for mammography
- CT tube unit reloading

New mammo housing C340 application:

Water cooled mammography tube unit, for beam scanning mammography equipments and high patients throughput screening applications. An external water circulation cooling jacket, in combination with an internal oil circulation system, ensures a heat dissipation three times higher (800 W) than conventional mammography tube units.

For more information, contact:
 iae spa - Italy
 tel: +39 02 66303255 - fax: +39 02 6152544
 e-mail: iaexray@iae.it - website: www.iae.it

GPC Medical Limited



GPC Medical Limited, the best name in India in its field, is ISO 9001: 2000 & ISO 13485-2003 certified, WHO – GMP compliant, and has a large number of products CE Marked. Orthopedic Implants, Instruments and Hospital Furniture are the two most specialized product ranges.

The other products, exported regularly in large quantities, against international bids also, include Anesthesia Products, S.S. Hospital Hollowware & Sterilizers, Autoclaves, Suction Units, Shadowless Lamps,

Diagnostic Instruments, Weighing Balances, Microscopes, Cold Chain Equipment etc. The phenomenal growth of GPC, during the recent years, is the direct outcome of the customer satisfaction achieved by supplying quality products at low prices and within a short delivery time, paying due attention to packaging and packing. No wonder then that there is hardly a country where the GPC products have not found their way. Many importers, particularly in European countries, even re-export the GPC products profitably.

For more information visit www.gpcmedical.com

SURGYSONIC MOTO: Moving forward



Esacrom, is leader in the design and production of electronic and medical devices and is continuously working on the evolution in the field of hard tissue surgery.

The skilled experiences of Esacrom staff in terms of electronics and mechanics, together with the national and international expertise of our scientific board, have set the basis for the realisation of a new device, which represents a turning point in hard tissues surgery.

SURGYSONIC MOTO, is a combination between the technologies of "Piezo" and "micromoto brushless". It confirms the brand Esacrom in the dental field and widens its application to the General Microsurgeries: Neurosurgery, ETL, Maxillo-facial and Orthopedics.

Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

ESACROM SRL - Italy

Tel: +390542643527 - Fax: +390542647854

www.esacrom.com - sacrom@esacrom.com

SurgySonic Moto And T-Black: Moving forward



ESACROM regularly invests time and resources in the development of new products and new finishing.

To this purposes we would like to introduce the new line of T-Black.

A brand new finishing is applied on our standard tips resulting in a more effective cut and lower heating of the tissue. At the same time thanks to the higher hardening we can grant a less abrasion and wear out and the anti reflective surface grant a better visibility of the operating fields.

The whole range of our "tips" are made by our own production facility and represents the largest number of models present in the market.

Esacrom pays very much attention to details. In fact the new concept is the result of a long and continuous research of Esacrom, translated in its current design by Sardi Innovation – leader in the Innovation business. SurgySonic moto will be available in different colours to satisfy different aesthetic needs and the very compact configuration has been designed to allow an easy handling and need a minimum of space in the clinic.

Other innovative solutions are still in-progress and soon will become true, thanks to the skills and energy of Esacrom's team and the investments in research and development.

Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

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EC-12S Stress Test System



EC-12S: a unique solution in the exercise field: EC-12S is the first device in the world to combine a 12 CH ECG and a blood pressure monitor in a single small-size unit.

Cardiospy Resting-Stress ECG Software: is up-to-date, with a lot of comfortable and user-friendly

functions, like one hour Rest and Stress ECG controlling all of the common loading devices customizable loading protocols and printing options: user-friendly, easy database managing working with loading devices blood pressure meter.

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www.labtech.hu - medical@labtech.hu

OLIMPIA / SCILLA JACKET



Latino has been making professional sanitary clothing since 1991 producing garments both stylish and functional, using 100% mercerised and sanforised cotton, Indanthren dyed and according to UNI EN ISO standards. One of our strengths is represented by the fact that every product is manufactured with natural fabrics only and is strictly Made in Italy. A fundamental concept for Latino's is that of never having to renounce to the elegance, also in the working environment. This is the reason why Latino professional line highlights all the reliability, the

refinement, and the style of the professional, by creating garments perfect for such a role, beautiful and extremely fashionable at first sight, and at the same time practical and comfortable. Latino latest collection, in particular, is characterized by a high fashion-content component, given by colours following the market trends. In fact, the range of basic colours keeps on being enriched, with the introduction of new shades based on the popular colours of the season (see for ex. the different shades of Purple of the jackets in the picture) or according to specific market requests (for ex. the introduction of black colour to this latest collection).

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The Aloe Vera Powder Free Latex Examination Gloves- A patented glove



Formulated with Aloe Vera Gel to moisturize the skin, Blossom brand textured powder free latex examination gloves are low in water soluble protein and chemical allergens.

The Aloe Vera used in this product has been certified by the International Aloe Science Council, Inc and

rated by The Dental Advisor at 96% and also been awarded Gold Medal by The Poznan International Fair (Dentistry Fair - Saldent 2007. These gloves are available in Sizes X-Small, Small, Medium and Large and are packaged 100 gloves per box, 10 boxes per case.

For more information, please visit our web site at

www.blossom-disposables.com or fax your inquiry

to + 1 (510) 293-9056 in USA, e-mail at blossomglo@aol.com

第63届中国国际医疗器械博览会

第10届中国国际医疗器械设计与制造技术展览会

The 63rd China International Medical Equipment Fair (CMEF 2010 Spring)
The 10th International Component Manufacturing & Design Show

2010年4月18-21日

18-21 April 2010

深圳会展中心
Shenzhen Convention &
Exhibition Center

医疗科技 成功未来

For health, for success



亚太地区最大的医疗器械及相关产品、服务展览会
Asia Pacific's biggest event serving the entire value chain for the medical devices market



Metaltronica



Metaltronica is one of the world leading manufacturers of x-ray equipment, specialized in mammography systems with more than 4000 units installed worldwide.

Besides our well known FLAT models Metaltronica offers the state-of-the-art analogue unit LILYUM with its wide range of optional accessories and available also with isocentric C-arm, upgradable with our stereotactic biopsy device BYM 3D.

With the growth of digital market, Metaltronica expanded its product range including HELIANTHUS, a most innovative FFDM unit available in standard version and ready for advanced diagnostic applications such as digital biopsy.

HELIANTHUS is a complete mammography solution optimized for digital imaging, with a reliable tungsten X-Ray tube and Direct Conversion Amorphous Selenium detector, the most advanced technology for higher signal/noise ratio. HELIANTHUS, available with 18x24 and 24x30 cm detector size, is the perfect system for high level diagnostic mammography and screening procedures. A comprehensive series of interactive tools assures a perfect DICOM 3.0 connectivity while its friendly and ergonomic design guarantees maximum comfort for both operators and patients.

For more information visit www.metaltronica.com

Model RCT-500+S, Digital Micro Centrifuge



Designed for safe centrifugation of small quantity of samples. The unit made with metal housing for easy maintenance. LED digital display enables users to monitor the present speed value and remaining time. Timer can be set from 0 to 30 minutes and buzzer at the end of operation. Rubber feet and auto balancing for high stability which could avoid vibrations transmission. Adopting high quality motor with good ventilation system to prevent the motor from overheating. This unit is equipped with safety lid lock, lid is closed during operation.

Specifications: Digital micro centrifuge. Main construction: Powder coated steel, SS304, ABS and base with 4 rubber feet, Motor: Noiseless powerful DC motor, Speed: 500~4,000rpm adjustable, Speed display: LED display, Max. R.C.F (G-force): 2,735, Timer: 0~30min adjustable, Manual brake: yes, Rotor type: Swing out, Number of tubes: 16 / 12 / 4pcs, Tube size: 5~7 / 10~15 / 50ml, Tube holder size: 7 / 15 / 50ml

REXMED www.rexmed.eu



tohamed® Skin Stapler: wound closure with perfect results



The Sartorius Stedim Plastics GmbH manufactures devices for the medical and biotechnology sectors. The company has more than 18 years experience in the production of skin staplers. It complies to ISO 13485 and GMP guidelines and is registered with FDA and Health Canada.

Under the brand name tohamed, the company manufactures a disposable skin stapler for gentle and secure wound closure. This 100% MADE IN GERMANY product meets all the demands required of a reliable surgical instrument and what's more, it is easy to use. The skin stapler's ergonomically designed handle with maximum functional control ensures user comfort and perfect wound closure every time.

A recent Sartorius Stedim Plastics GmbH development is a new method to treat the staple surface: microfinish guarantees flash free tips and minimizes trauma.

Furthermore Sartorius has now expanded its product range to Wound glue as a complementary product to our staplers. Due to its unique formulation (octyl/butyl blend) it shows very good characteristics in strength, flexibility and viscosity and gives you all the advantages like superior wound closure, reduced infection potential and cost advantage over suturing techniques. The product comes with CE mark and an FDA registration.

Sartorius Stedim Plastics GmbH - Germany
Tel. +49 551.504500 - Fax +49 551.50450 50
www.tohamed.de - tohamed@sartorius-stedim.com

Rehabilitation: Biofeedback / Electrotherapy / Ultrasonotherapy



YSY MEDICAL is the specialist of Biofeedback rehabilitation, muscular EMG evaluation and assessments, electrotherapy and ultrasonotherapy.

French company, YSY MEDICAL offers a range of products with unique features: **undisturbed** EMG Biofeedback signal, true real-time on screen display **without delay** between muscular contraction and display, real electro stimulation **comfort** and **efficiency**.

All rehabilitation protocols have been conceived in partnership with high class and international famous specialists and professionals in order to be close to patients' needs.

Devices are adapted for all pathologies in rehabilitation or muscle evaluation: urogynaecology, men urology, proctology, sport physiotherapy, neurology, rheumatology, traumatology, hemiplegia, vascular, aesthetic, diagnostic for partially or totally muscle denervation, ...

Devices are either computerized or autonomous (without computer).

The new EVOLUTION software is ergonomic and powerful : new complete protocols database (muscular evaluation and rehabilitation by biofeedback of upper members, lower members, trunk and spine : knee, shoulder, quadriceps, etc. ...), playful biofeedback for children and adults, new statistics, 40 anatomical boards to explain the rehabilitation to the patient and to help the physiotherapist to place electrodes, etc. ...

Certifications: ISO 9001:2008, ISO 13485:2003.

For more information, contact :
Tel: +33 4 66 64 05 11 - Fax: +33 4 66 29 11 43
Email: export@ysy-medical.fr - Website: www.ysy-medical.fr



Antiembolism Stockings



A hosiery line dedicated to thromboembolism prevention, before, during and after surgery. The differentiated graduated compression makes this hosiery a valuable aid in preventing the increase in blood viscosity, which can result in the formation of blood clots.

Indications:

- Valuable aid to the prevention of surgery-associated thromboembolism.
- Treatments related to post-traumatic therapy.
- Hydrostatic edema, contusions and distortions.

Contraindications:

- Local dermatitis, erythema, necrosis.
- Stripping, pulmonary edema, grafts.
- Cardio-vascular disorders.
- Legs with a significant increase in the circumference.

Features:

- Decreasing compression from ankle to thigh.
- Anatomical true heel.
- Ultra-soft, elastic, anti-allergy yarn (latex-free).
- Inspection toe at the top of the foot.

For more information, visit www.sanyleg.com

Certifier FA Plus



TSI, a worldwide leader in gas flow measurement technology, introduces the Certifier FA Plus ventilator test system. The Certifier FA Plus supports adult, pediatric, anesthesia, neonatal and high frequency ventilators.

The Certifier FA Plus includes a color touch screen user interface that can display up to eighteen parameters and a graph mode for flow and pressure. All software is embedded in the instrument with print and data storage of 1MB internally or 1GB on the SD flash card. Data can be downloaded to a computer via USB interface to create test reports and graphs of flow and pressure.

All standard ventilator test parameters are included in the instrument with gas calibrations for air, oxygen, air/oxygen mixture, nitrogen, carbon dioxide, plus nitrous oxide with the optional low flow module.

The Certifier FA Plus is the most affordable high performance ventilator tester on the market. Complete specifications are listed on www.tsi.com

Contact details:

TSI Instruments Ltd. - United Kingdom
 Tel: +44 (0) 149 4 459200 - Fax: +44 (0) 149 4 459700
answersEU@tsi.com

NeuroTrac Myo Plus EMG/Stimulation Devices



NEW

The Myo Plus 1, 2 and 4 are Verity Medical Ltd latest EMG +Stimulators that can be set for EMG, EMG-Triggered Stimulation, Custom Stimulation or select preset programmes for Continence, Stroke, Sports, Rehabilitation and Fitness

The Myo Plus units can be set for languages in English, German, French, Spanish and Italian. The unit can be locked to record work done at home and downloaded if required onto a computer to form comprehensive progress reports.

EMG-Triggered stimulation has shown to be very effective in various treatments, in particular for Continence, Stroke rehabilitation and Neurological conditions. EMG is also being used progressively for Sports applications to record muscle condition.

Features:

- EMG –Triggered Stimulation
- Passive + Active {EMG + Stimulation}
- EMG Biofeedback Diagnosis}
- Neuromuscular Stimulation
- Pre-set stimulation programmes for Stroke Continence, Sports and Rehab
- Can be used with the ETS software to obtain Clinical and Home Compliance Reports

Parameters:

Number of programmes	57
Number of Stimulation phases	5
Programme time	7 hrs
Frequency range	2- 100 Hz
Pulse Width	40-450µS
Stim/Work/Rest	from 0.5 sec
Stimulation	upto 90 m A
EMG Precision	0.1µV

Verity Medical Ltd - UK

Tel. +44 (0) 1264 810102 - Fax +44 (0) 1264 810101
jim@veritymedical.co.uk - www.veritymedical.co.uk

Feet With Sensitive Skin



Sanyleg's long-standing experience in the medical hosiery industry has enabled it to develop a type of sock that offers total comfort and is particularly well-suited for those who suffer from sensitive feet due to pathologies such as diabetes and arthritis.

These non-compression socks have a non-restricting top and will not create pressure nor block circulation, while the flat stitching prevents rubbing or friction.

The manufacturing behind this sock is such that the garment will stay up without slipping down and without creating annoying folds or wrinkles.

The Sanyleg comfort sock is also suitable for people who have no pathological complaints but who simply wish to have healthy and well looked after feet.

For more information, visit www.sanyleg.com

Arab Health 2010

The Middle East's largest multi-track healthcare exhibition and congress enjoys another successful year



The Arab Health Exhibition & Congress was once again the focus for the world's healthcare sector in January. Now in its 35th year, the show achieved an estimated 20% increase in visitor numbers. Highlighting the increasingly important role played by the Middle East healthcare industry, healthcare authorities, medical device manufacturers, medical supply distributors and healthcare professionals from across the region and the globe convened for Arab Health 2010.



The event was inaugurated by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

"We are thrilled that the region's healthcare industry, once again, chose Arab Health as a platform for seeking regional and international partners in this burgeoning sector," said Simon Page, Director of the Life Science Division of IIR Middle East. "Demand for healthcare is growing driven by aging populations and life-style related diseases such as diabetes, particularly in the UAE and Gulf Region."

"With the opening of new Sheikh Saeed halls, Arab Health 2010 grew by more than 20% in size from last year," Page added.

Pleased with the turnout, many exhibitors and show sponsors were keen to re-book and expand their presence for next year.

Maher El Hassan, Marketing Director MENA, Karl Storz, and one of the Platinum Sponsors for this year's event, said: "Arab Health continues to be the 'Exhibition of the Year' for Karl Storz and we intend to participate in 2011 with a larger presence that reflects our image and our commitments to our customers and partners in the region."

"At Arab Health 2010 we were able to showcase our latest medical imaging and IT solutions to a large number of executive-level decision-makers from all over the region," said Mirna Bassil, Marketing Manager for Emerging Markets, Carestream Health. "We were extremely pleased with the high-caliber of delegates and visitors at this year's event."

Siemens Healthcare announced a contract win of US\$69 million to supply diagnostic imaging equipment to all Ministry of Health hospitals across Iraq over a period of 5 years.

Maurice Faber, Vice President Siemens Healthcare Sector Middle East said, "We are very proud to announce this agreement as it means we are playing an active role in the helping to rebuild healthcare services in Iraq."

Exhibition Director, Terri D'Elia, from IIR Middle East explained: "The healthcare industry is one of the few that is still showing buoyancy in these critical economic times. This year our showcase featured 30 national country pavilions and in excess of 70 exhibiting countries. The largest country pavilion was Germany while the largest private exhibitor was Getinge Group."

The 2010 Arab Health Congress, with over 5,500 delegates, featured 18 conferences, 15 sponsored by the Cleveland Clinic with high-level CME accreditation, and was addressed by 500 internationally acclaimed speakers.

The 2010 edition of the Medial Imaging & Diagnostics Conference was the tenth anniversary edition of this extremely popular conference, which saw more than 1000 delegates.

Undoubtedly a testament to the growth and development of the healthcare sector in the region, Arab Health remains a global player in the field of medical innovation, healthcare education and healthcare sustainability and development. Poised to attract more foreign direct investments this year, the Middle East growth will be driven by the favorable regulatory environment, increasing private sector participation and the introduction of compulsory medical insurance schemes together with the expected completion of the Dubai Healthcare City this year. The success of Arab Health 2010 has paved the way for an even bigger and better show in 2011. For more information on Arab Health visit www.arab-healthonline.com.

CMEF 2010

CMEF is the leading healthcare trade show in China and is the largest medical equipment exhibition in the Asia Pacific region attracting over 60,000 visitors. The exhibition takes place in Shenzhen (18 - 21 April), near Hong Kong, and attracts over 2,000 exhibitors from 21 countries and includes 13 national country pavilions. Taking place biannually in spring and autumn, covering the whole spectrum of the medical equipment market, it provides exhibitors and visitors a unique opportunity to have close contact with both the Chinese and international medical equipment market. Concurrent with the show, the strong forum atmosphere of CMEF brought by a wide variety of seminars, conferences and presentations greatly enhances the up-to-date exchange of information. More and more overseas exhibitors are coming to CMEF and regard it as the best showcase for making business contacts in China.

CMEF 2010 will showcase a vast array of medical technologies including: medical electronics equipment, optical equipment, dental equipment, radioactive equipment, ultrasonic equipment, diagnostic and therapeutic instruments, physiotherapy/orthopaedic technology, lab equipment, commodities and consumer goods for surgeries and hospitals, rescue and emergency equipment, medical furniture and equipment, medical magazines and services, with the leading exhibiting companies included: Siemens, Philips, GE, Roche, Johnson & Johnson Medical, Hitachi, Toshiba, Aloka, Sony, Olympus, Zeiss, Erbe, Datex-Ohmeda, Pentax, Samsung, Fuji, Shimadzu, Kodak, Agfa, Drager, Wandong, Neusoft, Anke, Mindray, Xinhua etc.

We sincerely invite you to join us celebrate the 63rd edition of CMEF, and your presence will certainly add to the success of this event.

About the Organizer

Reed Sinopharm Exhibitions is a joint venture between Sinopharm, which is the largest state owned pharmaceutical group in China, and Reed Exhibitions, which is the world's leading organizer of trade and consumer exhibitions. Reed Sinopharm Exhibitions is the leading organiser of healthcare, medical and pharmaceutical trade events in China, with CMEF, API China, PharmChina, ExpoLab, InterHerb, PCHI China as the leading brand events.

Products and Services

Medical imaging
Electro medical
Surgical and emergency treatment equipment
Ultrasonic devices for diagnostics
Laboratory equipment
Radiology devices
Rehabilitation and physiotherapy products
Optical
Dental
Laser products
Surgery and hospital furniture and consumables
Ambulances
Information technology

**Visitor Profile**

- Doctors (surgery and hospital)
- Hospital administration managers and staff
- Hospital technical staff
- Biologists, microbiologists, biochemists, chemists, technicians and engineers
- Distributors and agents
- Government central purchasing department
- R&D institutes
- Media

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EXPOSANITA' 17° INTERNATIONAL HEALTH CARE EXHIBITION BOLOGNA EXHIBITION CENTER, 26-29 MAY 2010

Exposanità is Italy's unique exhibition and Europe's second largest event dedicated to **health care and assistance**. Established 27 years ago, it is viewed as a must-attend appointment and provides a platform for manufacturers, wholesalers and distributors to meet the medical community of the Mediterranean area.

During the 2008 edition over **960 exhibitors** coming from **23 different countries** showcased their products and services to over 27.000 professional visitors in 9 areas:

- HOSPITAL** - Exhibition on hospital products and technologies
- DIAGNOSTICA 2000** - Exhibition of diagnostic equipment and products
- SISTEM** - Exhibition on health care informatics and telemedicine
- SALUTE AMICA** - Exhibition on health system quality projects and realizations
- HORUS** - Handicap, Orthopaedics, Rehabilitation, Healthcare Humanisation
- MIT** - Medical Innovation & Technology
- SANITA' ANIMALE** - Organisations, technologies, solutions for animal health
- HEALTHY DENTAL** - Products, technologies and solutions for the dental health
- ANNI D'ARGENTO** - Ideas, products, and services for the third age

With a growth in health expenditures of 28% in the last 7 years, Italy represents one of the most appealing markets for those operating in this sector, while its geographic position provides a handy gateway for Italian but also Mediterranean and eastern European visitors.

In order to support the participation both of foreign visitors and exhibitors, Exposanità cooperates with the major economic chambers, consulates and private bodies that support international exchange by organising **national pavilions and delegations of visitors**. In the 2010 edition, national pavilions are scheduled from **Austria, China, Holland, Taiwan, and the United Kingdom**.

Foreign companies taking part in the exhibition are granted **special economic conditions** to participate such as the fitting out of the stand offered free of charge, the possibility of taking part in the demand –supply platform and the chance to participate in special meetings on the Italian health care system functioning.

Exposanità 2010: the best way to target the Italian market and to network with professional operators from the Mediterranean area.

MED-E-TEL – INTERNATIONAL MEETING ON TELEMEDICINE AND EHEALTH TECHNOLOGIES AND INITIATIVES



The 8th edition of the international Med-e-Tel conference is set for April 14-16, 2010 in Luxembourg. The annual networking event and meeting place for Telemedicine and eHealth stakeholders from 50 countries around Europe and the world is now an official event of the International Society for Telemedicine & eHealth (ISfTeH), international federation of national Telemedicine/eHealth associations and "NGO in Official Relations with the World Health Organization".

Telemedicine and eHealth are looked at as one of the solutions to cope with the challenges that (national) health systems and services are facing around the world. It involves the use of information and communication technologies (ICT) to support or deliver care services and to collect and share patient data.

The Med-e-Tel forum is the ideal opportunity to follow up on the latest developments and initiatives in Telemedicine and eHealth and to exchange ideas and experiences related to ICT applications in healthcare.

OPENING SESSION FEATURING eHEALTH AND TELEMEDICINE EXPERTS FROM AROUND THE WORLD

Med-e-Tel 2010 will be opened by Luxembourg Minister of Health Mars Di Bartolomeo, together with Yunkap Kwankam, Executive Director of the ISfTeH and feature an insider's look at the Rockefeller Foundation's eHealth and mHealth initiatives by Karl Brown, Associate Director of the Rockefeller Foundation.

Gérard Comyn, former Head of the ICT for Health unit at the European Commission and Vice-President of the French national telemedicine association CATEL, will provide an overview of the Commission's most recent activities and developments in telemedicine.

Peter Waegemann, Vice-President of the mHealth Initiative and Founder of the Medical Records Institute (USA), will describe the current status of over 5,000 new mobile phone applications in healthcare and report on new communications patterns in healthcare as well as progress on communication-based disease management and consumer health developments.

Joseph Dal Molin, expert on open source software, will touch upon the possible benefits of open source solutions in healthcare, based on his experiences as Chairman of the Canadian e-cology and Director of WorldVista, a non-profit organization established to coordinate the development and dissemination of the open source version of VistA, the US Veterans Administration's integrated Electronic Health Record system.

Tim Ellis of the UK Department of Health will present the lessons and results to date of the government funded implementation of a large scale randomised control trial of telehealth and telecare (the so-called Whole System Demonstrators). The presentation will explore the challenges of generating robust evidence on the effectiveness of telehealth and telecare.

Günter Schreier of the Austrian Institute of Technology (AIT) will share his vision on the need for new models of care, due to an ageing population and the rise of people with chronic conditions. AIT is developing innovations in mobile technology, pervasive computing and ambient intelligence that will make the "Internet of Medical Things" possible and provide solutions to support care provision.

Brenda Wiederhold, Secretary General of the International Association for CyberTherapy, Training and Rehabilitation will provide insights into simulation and virtual reality technology that allows clinicians to treat patients more effectively and efficiently. The therapeutic benefits of using simulations are becoming increasingly well recognized and fully supported with results from controlled

clinical trials. Because of technological advances, many simulations are now able to be delivered over the internet, as well as on hand-held portable devices. This allows for wider healthcare dissemination and personalization in the areas of prevention, training, education, therapy, and rehabilitation.

EXTENSIVE EDUCATIONAL PROGRAM

The 3-day Med-e-Tel program will dig deeper into some of the above topics (such as mobile health, home care, assisted living, care for older people, chronic disease management, cybetherapy), but will also tackle additional topics such as telecardiology, teleconsultation, telenursing, eLearning, electronic medical records, clinical telemedicine and more.

EXHIBITION SHOWCASE TO PRESENT TELEMEDICINE TECHNOLOGIES AND PROVIDE GLOBAL NETWORKING OPPORTUNITIES

Meet with technology and solution providers on the Med-e-Tel expo and network with some 500 participants and speakers throughout the conference. Med-e-Tel is the ideal opportunity to find out more about Telemedicine and eHealth and to find out how your business can also get involved in these markets.

For more information, go to www.medetel.eu or contact info@medetel.eu.



MEDICA

MEDICA celebrates successful anniversary - Companies present a sparkling array of product innovations plus tailor-made services

The specialists from hospitals and doctors' surgeries obviously did not want to miss out on the 40th anniversary of MEDICA. Over the four days of the event this, the world's largest medical trade fair (from 18 to 21 November 2009), registered almost 138,000 trade visitors from over 100 countries (previous year: 137,000 visitors). 45% of visitors came from abroad (2008: 42%), a particularly high number also travelled to Düsseldorf from the Asian growth markets and the Arab region. 4,324 exhibitors (2008: 4,279) from around 60 nations offered them a clearly segmented line-up with a plethora of new products, systems and services for the entire process chain in both in and out-patient care.

Commenting on the continued good response from both exhibitors and visitors, Wilhelm Niedergöker, Managing Director at Messe Düsseldorf said: "The short innovation cycle in this industry is a crucial success factor of the world's No.1 event for the sector - MEDICA. After all, the most exciting innovations are presented here year after year. The second economic stimulus package initiated by the Federal German Government with its associated investment aid to the tune of EUR 1.4 billion for German hospitals attracted to MEDICA a high number of decision-makers, also from domestic hospitals, after several years of 'abstention!'"

The developments emerging in the field of imaging, in particular, prompted plenty of conversation topics among MEDICA visitors. Worth mentioning here is a new generation of ultrasound devices designed for diagnostic purposes with nerve diseases. Special surface ultrasonic probes make it possible to not only image the nerve but also the surrounding tissue structures. This makes nerve tumours, nerve inflammations or injuries visible. Beyond this, the numerous innovations launched at MEDICA 2009 have also confirmed the continued trend towards home health care and telemedical applications. While in the past electronic thermometers were the only medical devices to be found in private homes, these days we see the advent of measuring devices for a wide variety of vital data such as mini ECG sets, for instance. On show at MEDICA 2009 were various heart monitoring systems that are incorporated in clothing. These systems are currently still in the experimental stage. They are comfortable to wear and make for uncomplicated patient monitoring over extended periods of time.

The MEDICA Congress once again had a wide range of topics in store this year. The international continuous medical education module in English, which was included in the programme for the first time, attracted a great deal of attention. Here integral diagnostics and therapy in the fields of oncology, patient monitoring at ORs/ICUs and trends in the area of heart surgery were the focal themes that met with professional delegates' avid interest.

"Hospital Policy after the General Elections" was the theme guiding the 32nd German Hospital Conference. 2,215 participants gathered information on the latest planned health policies of the different political parties in the German Parliament for the 17th legislative period and their potential financial impact on hospitals.

COMPAMED 2009 attracted over 16,000 visitors

Even more visitor attention was attracted by COMPAMED 2009, the trade fair starting in parallel with MEDICA and drawing to a close on Friday (20 November). Over 16,000 of the 138,000 trade visitors took a special interest in the subjects covered by the leading international trade fair for supplies to medical manufacturing.

In Halls 8a and 8b a total of 518 exhibitors from 35 nations provided insights into their product and development know-how: from components and individual assemblies, micro system technology and nanotechnology applications to solutions for custom manufacturing. A focal theme of the product marketplace called "High-Tech for Medical Devices" organised by IVAM, the Professional Association for Micro-Technology, and the COMPAMED Forum were aspects of product development and high-technology components for processing medical products.

Dates for MEDICA 2010:
17 to 20 November in Düsseldorf

Dates for COMPAMED 2010:
17 to 19 November in Düsseldorf

Information on MEDICA online:
<http://www.medica.de>

Information on COMPAMED online:
<http://www.compamed.de>



Meditec Clinika 2010

South East Asia's ideal platform showcasing the emergence of Medical Equipment & Technology



The healthcare industry is expected to increase in size from its current € 12.72 bn to € 29.6 bn by 2012. India will spend € 33.8 bn on healthcare in the next 5 years as the country, on an economic upsurge, is witnessing changes in its demographic profile accompanied with lifestyle diseases and increasing medical expenses.

With its galloping economy, India is drawing world attention in fields such as IT, BPO, Health care tourism etc. However, there is not a single medical theme based exposition in India, which could meet the needs of this part of the world. India can play the role of a buyer as well as purchaser of many medical related goods and services. In addition, it can offer a convenient and economical market place to its neighboring countries. Thus Meditec Clinika very much fulfils the niche created by the healthcare industry in South Asia.

The 4th hosting of Meditec Clinika 2010 will be held between 26th to 28th February 2010 at Chennai, India. It offers an ideal platform for innovative medical products and systems in India that would revolutionize and effectively contribute to the efficacy and quality of healthcare and treatment. Meditec Clinika 2010 is a focused event for Medical and Hospital Equipment manufacturers and suppliers. It provides an ideal platform for exchange of new emerging technologies across the globe.

The event will showcase latest innovations and technology from across various countries including Germany, China, U.S, Taiwan, Korea and other leading Indian manufacturers of Medical Equipment. Meditec Clinika 2010 would attract a large

number of international delegates, experts from the medical industry from India & other countries. This would provide a perfect platform to conduct Business-to-Business meetings and thus build meaningful trade relationships through interaction. A business visitor will get comprehensive information on the latest technology and equipment in the Medical Industry and Healthcare Industry, not only in India but worldwide.

Meditec Clinika 2010 will open new avenues to tap Indian business in the healthcare industry for overseas visitors. For the first time in India, international visitors would be allowed access to Indian markets which would help them to position their products for India. The visitors would be given a thorough orientation of the functioning of Indian hospitals and the prevalent technology. This would thus project India as the hub of medical tourism.

The exhibition is ably supported by some of the leading hospitals in India namely Wockhardt, KG Hospital, Hinduja Hospital, Care Hospital etc. and associations like Association of Indian Medical Device Industry, Association of Medical Consultant etc. Hosmac India Private Limited a company engaged in providing consultancy in Hospital and health services is a Knowledge Partner of the event.

Meditec Clinika 2010 is poised to bring suppliers and buyers of futuristic technology on a global platform and give the Indian Medical and Healthcare industry a shot in the arm.

For further details Contact of India (Mumbai):

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2nd Qatar International Medical and Hospital Show



Following the success of the inaugural Qatar International Medical & Hospital Show, "Qmedic" 2008, Conex W.L.L. is delighted to launch its Second Edition, **2nd Qatar International Medical and Hospital Show -Qmedic 2010** which will be held on the 4th till the 6th of May 2010, at Doha Exhibition Centre under the patronage of the National Health Authority and the leading partnership of Hamad Medical Corporation.

Qmedic is the first International Medical and Hospital Show in the state of Qatar. It reflects the growth that Qatar witnessed in the last few years in various areas and with special focus on the medical field. Qmedic is held bi-annually, gathering a large number of leading local and international companies.

In the first edition, Qmedic 2008 brought together the best in the business of hospital diagnostic, pharmaceutical, dental, laboratory & medical rehabilitation equipments and supplies. Qmedic also serves as a platform for medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other healthcare professionals.

Having achieved such successful results at its debut, the 2nd edition will be up to the level of confidence acquired. Qmedic 2010 is the industry's foremost opportunity to display products and services to a highly qualified audience and senior decision makers in Qatar.

With strong support from Local Partners, International Agents worldwide, Show Promotion at Major Medical Exhibitions in the region (UAE, KSA Egypt, Syria, etc) and carefully selected Domestic and International Media Partners, Conex anticipate a great number of attendees from all around the world.

Qmedic 2010 will have a great concentration on Hospital Facilities and Equipments, with Large Highlights on Medical, Healthcare, Pharmaceutical, Ophthalmology, Dental, and Laboratory industries.

Participants and Visitors can expect:

- 4,000+ visitors from 55 countries, including more hospital directors, more managers, more administrators, more supervisors, more researchers, more GPO executives, and more B2B executives than attend any other hospital show in the world.
- 25% of the visitors will be from the world's leading countries
- 81% of the hospital show attendees will play a major role in the acquisition of developing hospital facilities, equipments and services and regents as either final hospital decision-maker or the person that recommends the purchase.
- 80% report that the Qatar International Medical and Hospital Show, being the sole international medical exhibition in the State of Qatar, truly serves as a platform for

medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other professionals involved in the medical business

- A hundred and more local and international exhibiting companies will occupy almost 120 booths.

Contact the organizer to ensure your best booth location ahead of time Phone: +974-4442270; Fax: +974-4422838; Email: qmedic@conexqatar.com

19th Zdravookhraniye International Exhibition



Russian Healthcare Week, the most important Russian international forum about healthcare and social development was successfully held at Expocentre Fairgrounds from 7 - 11 December 2009. This large-scale industry event was organized by Expocentre with the support of the Russian Ministry of Health and Social Development, the

Russian Ministry of Industry and Trade, the Russian Ministry of Sports, Tourism and Youth Politics, the Russian Public Chamber and the Russian Academy of Medical Sciences. The event ran under the auspices of the Russian Chamber of Commerce and Industry and Moscow Government.

The Russian Healthcare Week incorporated the **19th Zdravookhraniye International Exhibition**, the 16th Apteka International Specialized Exhibition, the 3-rd Healthy Lifestyle Exhibition, the Winter Sun Gallery Optical Exhibition, the 11th Stomatology Annual Scientific Forum, the 4th SportMed International Scientific Conference, the International Medical and Pharmaceutical Forum and other significant events.

With its unique format providing single information and exhibition space, the event opened up dramatically new opportunities for the promotion of innovative products for practical medical application; it drew leading medical equipment and drug manufacturers, health-care and government officials, businessmen and medical professionals from all Russia's regions.

On the exhibition space of **40,205 sq m** the Russian Health Care Week brought together **817 exhibitors from 40 countries** such as **Hungary, Germany, China, Malaysia, France, Finland and Czech Republic**.

The 19th International Exhibition for Healthcare, Medical Engineering and Pharmaceuticals – Zdravookhraniye'2009 – became the focal point of the week. The exhibition is the largest industry event in Russia, Eastern Europe and the CIS countries; and its high international reputation is confirmed by labels of UFI – the Global Association of the Exhibition Industry, and of RUEF – the Russian Union of Exhibitions and Fairs.

Foreign companies such as Carl Zeiss AG, Fujinon, Philips, Sony, Siemens, Toshiba, Vernipoll s.r.l., Westfalia put on display their new technologies and the latest developments which are needed in modern medicine.

Zdravookhraniye'2009 featured **529 Russian companies and enterprises** from across Russia, including Aybolit-2000, Amiko Rentgenprom, Bimc-Cardio-Volga, Vital Diagnostics, Globalmedmarket, Mosrentgen, the Kasimov Instrument Making Plant, Medteh, the Khrunichev Plant, Elektron Research and Production Company and many others.

FUJIFILM - the manufacturer of consumables for radiology, laser imagers and computed radiography systems – acted as the official sponsor of Zdravookhraniye'2009.

The Russian Health Care Week'2009 and the co-located Zdravookhraniye'2009 exhibition once again proved their reputation of major business-to-business events in Russia, the Baltic states and Eastern Europe, as well as their effectiveness in implementation of the Zdorovye (Health) National Priority Project and the Health Care Development Strategy by 2020.

The event was visited by nearly **25,000 people**. The total visitor attendance made up **34,840**. The visitors were able to assess applicability of the newest achievements, modern technologies, products and equipment to health care practice.

Next Zdravookhraniye exhibition will take place on 6-10 December 2010 at Expocentre Fairgrounds.

Focus on India



Overview

Capital: New Delhi

Population: 1,2 billion

Official language: Hindi, English

GDP (US\$bn) (current prices), 2009: 1,242.6

GDP per capita (US\$), 2009: 1,033

Real GDP growth (% change yoy), 2009: 5.6

Source: World Bank

GDP Composition by Sector:

Services: 62.6 per cent

Industry: 20 per cent

Agriculture: 17.5 per cent (2009 est.)

Source: IBEF

Located in South Asia, India is the seventh largest, and the second most populous country in the world. Home to the Indus Valley civilisation and known for its historic trade routes and vast empires, India is recognised for its commercial and cultural wealth. It is the centre of amalgamation of many religions and ethnicities which have shaped the country's diverse culture. Colonised by the United Kingdom from early 18th century, India declared its independence in 1947, and is the most populous democracy in the world today. It has a federal organization, where the central government in New Delhi has exclusive jurisdiction over all matters of national interest such as defence, communication, banking and finance, international trade and foreign affairs, and state governments have primary responsibility for matters such as law and order, education, health and agriculture.

India has made great progress in reducing poverty and improving the living conditions of the population.

Education and health indicators have significantly improved, even if large groups of the rural population still have very little access to these services. Many of India's states are now able to offer universal primary enrollment or are on the course of implementing it, but still about 5 million children between the ages of 6 and 14 are out of school.



Economy

The country has liberalized its economy in 1991 and has registered an average 9% growth over the last few years. The structure of the Indian economy has undergone considerable change in the last decade, including increased importance of external trade and of external capital flows. The services sector has become a major part of the economy with GDP share of over 60% and the country is becoming an important hub for exporting IT services. Per capita GDP growth, a proxy for per capita income, which broadly reflects the improvement in the income of the average person, grew by an estimated 4.6% in 2008-09. The increase of wealth, however, has not been distributed equally: the most developed states now have significantly higher income levels, comparable with the richer Latin American countries, but the poorest states host more than a half of India's lower income groups, thus creating a gap that risks to undermine government's efforts to fight poverty on a national scale. These areas need to be targeted by reforms aiming to attract more investment and create jobs for the local population. Urban and rural areas also differ greatly as far as education, workforce skills, infrastructure and health services are concerned. Moreover, about 90% of India's labor force is unemployed or works in the informal sector in low quality jobs, partly in consequence of the scarce literacy and low levels of

higher education among the greatest part of the workforce: 44% is illiterate, only 17% has secondary schooling, and enrollment in higher education is about 11%. Only 16% of Indian manufacturers offer in-service training. Reforms in labor regulations are needed in order to allow the growth of the formal manufacturing sector and labor-intensive processes, given also the fact that some 80 million people are expected to enter the workforce pool over the next 10 years.

According to the World Bank report "India Country Overview 2009", the SME sector, which is considered as a key player for the country's growth, will be supported against the recent fall in demand and rising difficulties in accessing credit through an extended financing of \$2 million aimed to help public sector banks expand credit for these enterprises and for rural infrastructure and economic development, in addition to the \$400 million provided to the Small Industries Development Corporation of India.

Further development projects are currently underway in the agriculture sector as well as in rural areas for the improvement of living conditions and infrastructure. This sector is of particular importance because of the huge pressure placed on the demand for energy supplies and transportation by the growing economic activities.



The crisis slowed Indian economic growth from 9.7% in 2006/07 to 6.1% in the first half of 2009, but still this was one of the highest growth rates in the world, and India was one of the first countries to show signals of recovering. The growth rate in second quarter of 2009-10 stood at 7.9% over the corresponding quarter of previous year. According to the International Monetary Fund, Indian economy is forecasted to grow from average 6.5% in 2009/10 to 8% in 2010/11, supported by fiscal stimulus and growth of private consumption and investment.

As regards foreign trade, the liberalization process started in 1991 has radically modified the Indian market, but some sectors are still very difficult to access for foreigners, especially agriculture and finance. Non agricultural products and services are the sectors showing the highest openness degree, and foreign trade has been increasing from about US\$ 142 million in 2003/04 to 474 million in 2008/09. India, however, keeps importing more than it exports in order to meet the booming internal demand, so the deficit in the last fiscal year grew by 22% on the previous year.

According to Indian Ministry of Trade and Industry, imports rose by 15% in 2008/09 reaching \$291,4 billion. Oil accounts for 31% of imports, as India needs to import 70% of its energy supply. The import composition mirrors the transformation of Indian economy, as the increasing purchasing power has influenced the consumers'

demand and consequently many industrial sectors. Imports of industrial machinery and electrical equipment increased by 10% and 26% respectively. India imports principally from China, UAE, Saudi Arabia and USA.

As far as exports are concerned, the increase in year 2008/09 was 12%, with \$182,6 billion. A particular increase was registered for export of pharmaceuticals, attesting the growth of Indian pharmaceutical sector.

Important exporting sectors are textile, jewellery, precious metals, mineral oils, transportation machinery.

The main trading partners are the countries of the European Union, accounting altogether for 21% of Indian exports, while 14% of EU imports come from India. Within the EU, the main trade partner is UK, followed by Germany, Netherlands, Belgium and Italy. Apart from EU considered as a whole, the UAE replaced USA as main buyer of Indian products. Exports towards UAE increased by 53%, so the country now accounts for 13% of Indian exports, while USA's share is 11.4%; other important partners are China and Singapore.





Indian government is developing the so-called “Special Economic Zones”, offering fiscal advantages and duty exemption for export-destined production, easier bureaucratic procedures for exporting companies, upgrading of infrastructures (energy supply, roads, ports and airports), increase of free trade agreements.

India is formally very open to foreign direct investment, but 35 sectors are reserved to small enterprises with maximum foreign capital allowed without government approval limited to 24%.

The government aims to involve the private sector in the modernization of infrastructure according to the Private-Public Partnership model and other forms of cooperation. Foreign direct investment in 2009 reached \$16,6 billion, a decrease by 33% on 2008 due to the global recession, touching about US\$ 17.64 billion in the April-October period. The services sector comprising financial and non-financial services attracted US\$ 3.12 billion in this period, while computer software and hardware sector garnered about US\$ 495 million. During the April-October period in 2009-10, Mauritius has led the investors into India with US\$ 7.6 billion worth FDI, followed by Singapore with US\$ 1.34 billion and the US with US\$ 1.32 billion.

Healthcare System

Indian health infrastructure has improved in the last few decades, increasing the number of medical facilities and health indicators of the population such as Infant Mortality Rate, Maternal Mortality ratio, Disease prevalence, morbidity and mortality rates, as well as Leprosy and Tuberculosis incidence.

The government’s programmes and initiatives aimed at improving distribution of health resources and expanding coverage of the public healthcare system, as well as the growth of private investment in upgrading and building of new facilities, contributed to this result.

On the other hand, India still has critical issues to deal with: child malnutrition, uneven distribution of healthcare facilities and workforce throughout the immense territory, spreading of non-communicable diseases, lack of adequate Emergency Medical Services infrastructure with centralized administration, trained emergency medical personnel and quality ambulance services. Shortage of primary health centres, community centers and sub-centers and low density of healthcare personnel, as well as insufficient government expenditure are among the main problems that make the Indian health system rank low in comparison with western standards.

Healthcare in India is organized at national, state, district, community, primary health centre and sub-centre level. The Union Ministry of Health and Family Welfare sets national standards and regulations, being responsible for programmes implemented on a national scale (family welfare, disease prevention) and working as a coordinating and supporting body for programmes run by the different States.

The Government launched the National Rural Health Mission (NRHM) in 2005, a programme of renewal of the national public health system through decentralization and State-led, community-based reforms. It aims to provide quality healthcare for all and increase the expenditure on healthcare from 0.9% of GDP to 2-3% by 2012. During the 2009 interim budget, the government allocated US\$ 2.42 billion for NRHM. Under this programme States across the

country are reporting higher utilization of outpatient services, diagnostic facilities, institutional deliveries and inpatient care. Moreover, a National Urban Health Mission (NUHM) has been planned to address the rapid increase in the number of urban poor and population living in slums by facilitating equitable access to quality health care, spreading over 430 cities.

The health and family welfare programme is being implemented through the primary health care system. In rural areas, primary health care services are provided through a network of 145,272 Sub-centres, 22,370 Primary Health Centres and 4,045 Community Health Centres (2007 figures).

The organization at State level is run by the Department of Health and Family Welfare in each State. Development projects assisted by the World Bank in various states are addressing the need to improve access to primary health care facilities particularly in rural areas. State or local governments account for almost ¾ of public expenditure on health, while the remaining quarter is spent by the central government.

Free curative and preventive public health services from primary to tertiary care account for about 18% of health expenditure and 0.9% of GDP, while the provision of individual curative care through ambulatory services is dominated by the private sector accounting for about 82% of the overall health expenditure and 4.2% of GDP.

As regards specialist care, this is where the great inequalities affecting the Indian social and economic background clearly show up. Urban, middle- and upper- class Indians enjoy better healthcare than their less wealthy counterpart, both rural and urban. Although the high number of yearly medical specialist graduates, India suffers a chronic shortage of qualified specialists, mainly due to the emigration of this specialized workforce in western countries to complete their training or practice. The increase in the number of private hospitals as well as in salaries and incentives for specialist professionals have partly counterbalanced the trend, but the benefits of improved specialist care are available only to a limited group of Indians, namely the middle and upper classes living in urban areas.

These groups who have benefited more from the economic growth and higher per capita income are experiencing changes in lifestyles and behaviors. The increase in obesity, cardiovascular diseases, diabetes, stroke, renal failure and cancer is an example of the shift caused by these transformations. As a result, demand for quality care is growing, which creates opportunities for the private sector to meet it considering also that out-of-pocket expenditure accounts for about 70 % of the healthcare expenditure, growing at a much more higher rate than the per capita income.

Urban areas are seeing the construction of new, state-of-the-art hospitals and associated satellite facilities, but not only the big cities are to be considered as having a growth potential in terms of healthcare demand, in fact, smaller towns serve, in addition to their own population, a large proportion of patients from rural areas, often traveling for long distances to seek better care. It is worth mentioning that rural and small town economy accounts for 60% of India’s income and it has remained largely insulated from the economic slowdown. Moreover, rural incomes are rising due to continuous growth in agriculture for four consecutive years. The rural consumer market is seeing a 15% growth rate when demand in urban areas slowed due to the global recession, and is expected to reach US\$

425 billion in 2010-11 with 720-790 million customers. That will be double the 2004-05 market size of US\$ 220 billion. As far as demand for healthcare is concerned, the rural and tier-II pharmaceuticals market is estimated to be accounting for almost half of the growth until 2015.

The middle and upper classes will be facing increasing costs of treatments due to improvement in infrastructure and research of quality care, so health financing mechanisms like healthcare insurance are seen as a viable mean to ensure services in line with the expectations of this group of consumers. Currently, less than 10% of India's population has some form of health insurance covers, either voluntary or as a part of the Employees State Insurance, Central Government Health Scheme or Community Insurance, but in 2008-09, health insurance has emerged as one of the fastest growing segments in the non-life insurance industry with 30% growth. According to the Insurance Regulatory and Development Authority annual report for 2008-09, health insurance premium collections touched US\$ 1.45 billion in 2008-09 compared with US\$ 1.12 billion in the previous year. Both public and private health insurance sectors are expected to grow in the near future, accounting for US\$3 billion in the next three years, up from the estimated current size of over US\$1 billion.

India has also five projects underway for the creation of the so-called "Med-Polis", or Healthcare Cities, where specialty hospitals of international standards, facilities, research institutions, health resorts, rehabilitation centres and residential apartments would be concentrated.

Medical Industry and Market

The healthcare industry in the country is projected to grow 15% annually per annum to touch US\$ 77 billion by 2012 from the current estimated size of US\$ 35 billion. The sector has registered a growth of 9.3% between 2000-2009, comparable to the growth rate of other emerging economies such as China, Brazil and Mexico. The growth in the sector is driven by healthcare facilities, both in private and public sector, medical diagnostic and pathlabs and the medical insurance sector. Healthcare facilities, inclusive of public and private hospitals are expected to continue contributing over 70% of the total sector and touch a figure of US\$ 54.7 billion by 2012. Beds in excess of one million need to be added to reach a ratio of 1.85 per thousand at an investment of US\$ 77.9 billion.

Driven by strong local demand, Indian healthcare market is forecasted to continue growing at rates of 10 to 12%. With average household consumption expected to increase by more than 7% per annum, the annual healthcare expenditure is projected to grow at 10% and also the number of insured is likely to rise from 100 million to 220 million. Besides the large domestic market, the demand is being boosted by the inflow of medical tourists who have increased almost 20-fold from 10,000 in 2000 to about 450,000 in 2007, making India rank second in the world. Medical tourism in India is estimated to be growing at 25-30% annually and it could become a US\$ 2 billion industry by 2012 (from US\$ 350 million in 2006). Key factors for medical tourism industry growth are cost effectiveness, as treatment cost in India is 20% of the average cost in the US, Singapore, Thailand and South Africa, and its combination with touristic attractions.



The medical equipment industry is valued at US\$ 2.17 billion and is growing at 15% per year, estimated to reach US\$ 4.97 billion by 2012. Investment in healthcare infrastructure and the establishment of production units by foreign manufacturers of medical devices and equipment are making healthcare sector grow despite the global recession, with hi-tech and R&D based industries experiencing the fastest growth.

Indian medical devices supply is heavily dependent on imports from other countries like the US, Japan, the UK, France, Finland, Germany, etc. It is estimated that around 50% of India's medical devices sales is through imports. Especially diagnostic apparatus such as x-ray and gamma ray, CT, ultraviolet and infrared are almost totally supplied by imports.

Domestic production consists primarily of low technology products (like consumables, surgical textiles and other medical supplies). The government has announced a US\$ 63.2 million initiative to promote domestic manufacture of medical devices such as stents, catheters, heart valves and orthopaedic implants to make prices of these critical equipment lower.

The most important market segments are medical instruments and appliances used in specialties such as ophthalmic, dental and other physiological classes. This segment accounts for 26% of the total market followed by orthopedic/prosthetic goods accounting for 19%. High end specialty electro medical equipments account for 11% of the total market, while X-ray apparatus accounts for 10%. Moreover, diagnostic kits including reagents and the medical kits are growing at 30% annually. Medical supplies such as bandages and disposables such as syringes, needles and catheters together constitute 21% of the total market, but as already mentioned, they are partly supplied by local manufacturers. The medical textiles industry is projected to double to reach US\$ 753 million by 2012. Clinical trials have the potential to become a US\$ 1 billion industry by 2010 and the health services outsourcing sector is expected to grow to US\$ 7.4 billion by 2012, from US\$ 3.7 billion in 2006. The US\$ 2.26 billion Indian wellness services market is forecasted to grow at about 30-35% for the next five years on the back of rising consumerism, globalisation and changing lifestyles. India is also trying to promote its traditional medicine such as ayurveda.

The biotechnology sector is one of the fastest growing knowledge-based sectors in India and currently holds 2% share of the global market. The bio-pharma turnover in 2008-09 was US\$ 1.6 billion. The level of R&D spending in the medical device and diagnostics industry, as a percentage of its sales, has been consistently increasing from 5.4% in 1990, to 8.4% in 1995, to 12.9% post 2000.

Opportunities for the private sector are related to its role in offering quality, accessible services to an expanding consumer base, as India needs both to replace outdated technologies and devices and to buy equipment for the new facilities under construction. Affordability by patients, increased awareness on health care, improved hospital infrastructure and the increased disease patterns are listed as the primary drivers boosting the growth of medical devices industry. Healthcare provision is undergoing a change from unorganized to an organized structure and is increasingly involving private investors in the creation of private-public partnerships and management of healthcare infrastructure. Private facilities have a growing market potential considering the higher number of people who can afford the costs of treatments, and the trend of corporatisation in healthcare delivery is spreading also to hospitals and facilities traditionally run by government.

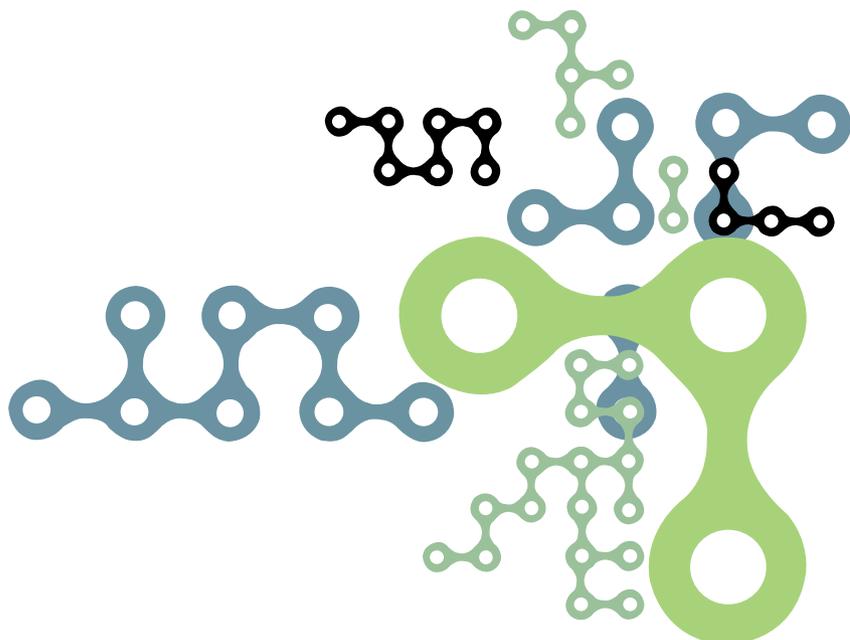
According to the Indian Brand Equity Foundation, the Indian healthcare sector has been attracting huge investments from domestic



players as well as financial investors and private equity firms. Investments amounted to US\$ 450 million in the first six months of 2008-09 compared with US\$ 125 million in the same period a year ago, and are expected to reach US\$ 1 billion in the healthcare sector in the next five years. 12% of the US\$ 77 million venture capital investments in the July-September 2009 quarter were in the healthcare sector. The government, along with participation from the private sector, is planning to invest US\$ 1 billion to US\$ 2 billion in an effort to make India one of the top five global pharmaceutical innovation hubs by 2020.

Sources:

- International Monetary Fund - www.imf.org
- Ministry of Commerce and Industry - <http://commerce.nic.in>
- National Institute of Pharmaceutical Education and Research (NIPER) - www.niper.ac.in
- Ministry of Health and Family Welfare - www.mohfw.nic.in
- India Brand Equity Foundation - www.ibef.org
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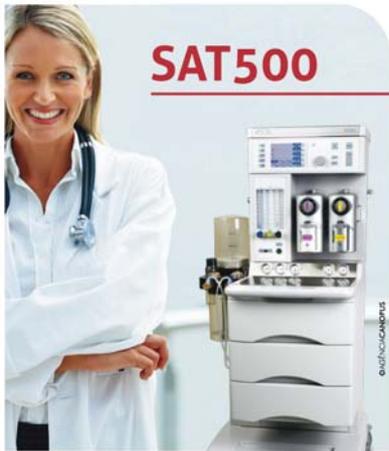
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Medical Tourism

Medical tourism, also called medical travel or health tourism, refers to the practice of travelling across international borders in order to get health care or medical treatments.

The most common treatments sought for by medical travellers are elective and specialized surgery such as hip or knee replacement, heart or cardiac bypass surgery, dental surgery, eye surgery, cosmetic surgeries and bariatric surgery.

Among these categories, cosmetic surgery plays an important part, mainly due to the fact that cosmetic surgery procedures are not covered by health or medical insurance. The most popular cosmetic procedures include rhinoplasty, weight reduction surgery, breast augmentation, facelift, and eyelid surgery. Another form of medical tourism involves assisted reproductive technology and infertility treatments.

Medical tourism has witnessed an increasing success as an acceptable alternative for safe, cost-effective elective care, provided that due precautions are taken. Patients who need care but lack the money necessary to afford a treatment in their country often find it more convenient to go abroad, matching medical treatment and holiday, considering also that technology and healthcare standards have improved in many countries and sometimes certain medical procedures at home would require too long waiting lists. Moreover, many expatriates and immigrants who come back to visit their families often get the chance to have medical treatments at lower prices in their country of origin rather than where they live.

As regards the patients travelling abroad to seek more affordable treatments, the choice of the destination country, of the medical tourism company and of the hospital and doctor who will provide the treatment are all important steps to be valued carefully. Given the importance of the responsibilities of medical tourism companies, the patient would better know as much as possible about the company, gathering information by its track record, previous satisfied clients, and finding out what its reputation is. Medical tourism service providers normally arrange flight, hotel accommodation and the schedule of the surgery, while some take care of every detail from the choice of the hospital and schedule of all appointments, surgery, treatments, up to post-treatment recuperation while on vacation.

Main destinations

Most of medical tourists come from the United States, Europe, United Kingdom, Middle East and Japan.

The main destination countries are Cuba, Brazil, Costa Rica, India, Thailand, Singapore, Mexico, Argentina, Colombia, Lithuania, Malaysia, Philippines and South Africa. Recently, the United Arab Emirates, Tunisia, and New Zealand are also entering the medical tourism industry.

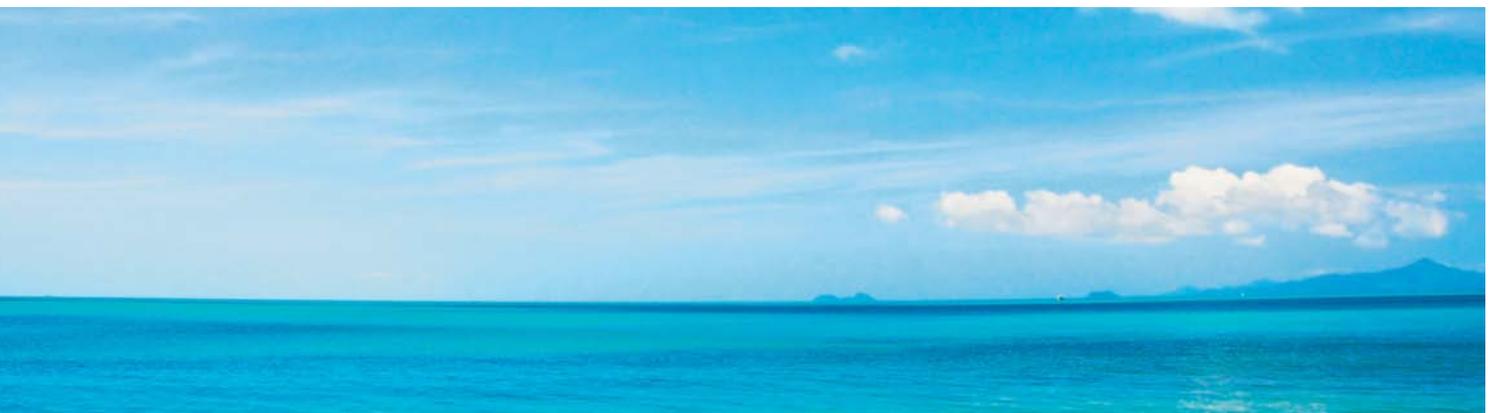
As far as cosmetic surgery is concerned, the favourite destinations are Latin American countries such as Argentina, Bolivia, Brazil, Colombia, Costa Rica, Cuba and Mexico, but there are also European countries such as Lithuania and Poland, as well as Southeast Asian countries including Malaysia, Philippines, Singapore and Thailand who provide attractive packages of cosmetic surgery services and vacation.

Latin American countries such as Costa Rica, Panama and Colombia attract medical tourists from the USA thanks to their proximity. Colombia provides advanced care in cardiovascular and transplant surgery, while Costa Rica offers dental procedures and plastic surgery, as well as Brazil and Mexico. Orthopaedic and rehab treatments, cancer treatment and eye surgery are cheaper in Cuba by about 60 to 80% than in the U.S.

Southeast Asia and India are the choice destinations for orthopaedic and cardiovascular cases. For instance, open-heart surgery usually costs up to \$150,000 in the US and \$70,000 in Britain, while it would cost between \$3,000 to \$10,000 in the best Indian hospitals. This accounts for the growth in the number of medical tourists travelling to India, from 100,000 in 2004 to half million in 2006. The Indian medical tourism industry is forecasted to be worth US\$2 billion in 2012, registering an annual growth of 20%.

In 2006, approximately 1.2 million foreign patients travelled to Thailand and 448,000 to Singapore, up from 270,000 in 2004. Half the patients come from neighbouring Indonesia, and many from Malaysia and Brunei.

Malaysia's medical tourism industry has also seen a significant growth over recent years. According to the Association of Private Hospitals in Malaysia the number of medical tourists in the country has grown





from 75,210 patients in 2001 to 296,687 patients in 2006, bringing about \$59 million in revenue. 65-70% of foreign patients going into Malaysia are from Indonesia, 5-6% from Japan, 5% from Europe and 3% from India.

All together, the top four medical tourism countries in Asia account for over two million medical tourists every year.

As regards Europe, many patients prefer to travel across borders for medical treatment but especially for dental work. About a million Germans travel every year to Hungary for dental treatment. Hungary and Poland each get as many medical tourists as top Asian countries, with Poland alone accounting for over half a million medical tourists every year, without counting health and wellness travellers.

Industry Outlook

According to the International Medical Travel Journal ("The outlook for medical tourism in 2010"), figures for medical tourism industry as a whole are 600,000 for the American continent, 1.75 million for Europe and 2.25 million for Asia. Since almost every country shows increases in 2007 and 2008, the total size of the market is currently estimated at five million.

The economic downturn affected the medical tourism growth, a consequence of the fact that consumers are more likely to delay non-urgent medical procedures or decide to spend their money on more essential needs.

The crisis won't therefore leave the medical tourism sector untouched, as reduction in out-of-pocket expenses for healthcare do not imply that people will replace it by opting for lower cost treatments abroad. However, the sector as a whole is expected to see a recovery in the long term, as most of Western governments are facing pressures to reduce public expenditure and cuts in health budgets are usually among the preferred means to reach the purpose, thus leaving more health care services uncovered. The pressure on public health funding will also be increasing as a consequence of ageing population and growing demand for healthcare services, therefore patients who need to fund their own care could be looking at overseas treatment as a convenient opportunity.

The IMTJ report underlines the fact that medical travel is still to be considered as a growing trend, but in the near future it is likely to continue seeing a predominance of cross border travel, between neighbouring countries rather than between continents, avoiding the effort and risks involved in travelling by plane for many hours before and after receiving surgery. This is the reason why the most relevant patient flows in medical tourism are claimed to usually follow low cost airline routes with short flight times or cross border land routes, such as from USA to Latin American countries, from UK or Germany to Eastern Europe, from Japan go to Korea, from Indonesia to Malaysia and Singapore, from Central Africa to South Africa and so on.

As credit crunch, increasing competition and the slow growth in patient numbers challenge the ability of the great number of medical tourism providers to attract enough patients, it is important for them



to diversify their offer and find new approaches. The sectors that are relatively safer from recession with respect to the traditional ones are those addressing specialized fields, capable to be considered as a priority even in times of low spending possibilities, for example treatments covering areas neglected by public funding, or niche sectors such as infertility treatment. Careful selection of the market segment covered and focus on quality services at affordable, but not too low prices that might be perceived as synonym of low quality by the consumers, are all important factors to determine a successful exploitation of the medical tourism potential.

Sources:

International Medical Travel Journal - www.imtjonline.com
www.understanding-medicaltourism.com
www.health-tourism.com



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The country's Healthcare Technology sector it is placed among the main European markets. This sector is made up of more than 700 companies providing direct employment to over 32.000 people and representing an outcome over €7.400 million in 2008. Moreover, consumption is expecting to keep on rising strongly because of the increase in the number of elderly people and increasing heavy demand for healthcare services from society itself.

Technological development and innovation have become fundamental instruments in the development of this industrial sector. This is why it dedicates a large part of its income to R&D&I incorporating new areas of knowledge such as nanotechnology, biotechnology or information and communication technologies. Total investment in R&D&I is estimated at € 225 million in Spain which represents 3% of sector sales.

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Spain is the 9th country in the world ranking of healthcare product consumption, what explains its figures in the growth of purchases, with companies that ranks among the best in sectors as biotechnology, in vitro diagnostic and electromedicine. Is this strength of internal demand what explains the rise of the imports, which in the last two years have increased over 20%.

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TRADEMARK AND PATENT REGISTRATION IN THE UAE

Trademark registration

Trademark Law in the United Arab Emirates was introduced in 1993. The owners of those trademarks that have been registered before this law came into force must apply for the registration in the Registry of the Ministry of Economy, in order to have their right of exclusivity legally recognized.

The application for trademark registration is usually submitted by the owner, resident in the UAE, but it can also be submitted by legal practices that have a specific license or by Trademark Agents, since they are qualified to fulfill the approval procedure.

By registering their trademark, companies will be considered the exclusive owners of the usage rights of the trademark, any third party being excluded; furthermore, if the owner makes use of the trademark for five years and without any interruption and there has been no dispute against his right to use it during this period, no one will be able to contest his usage rights in the future and violation of the rights will be punishable by law. The details of the registered trademark will be publicized in the offices of the federal Ministry of Economy and in all Chambers Of Commerce.

Trademarks that include brand-names, logos, graphic works, labels, texts, company names, images and prints, service marks and marks certifications can be registered. The only requirements are the characterization of the product/service and its originality.

It takes four to six months to register a trademark, including the period needed for the application to be approved by the Ministry (30 days) and the period during when a third party has the chance to contest the trademark after it has been registered (30 days). The registration is valid within ten years starting from the date of application. Once it expires it can be renewed for ten more years, and so on.

Costs implied in trademark registration are:

- Online search for the originality of the trademark, to be done at the appropriate Trademarks Registration Office of the federal Ministry of Economy: AED 250,00
- Application for the trademark registration: AED 500,00
- Registration: AED 5000,00





Additional costs are represented by the translation of the trademark into Arabic, the certification of the person who confers the Power of Attorney, the subsequent legalization of the above mentioned Power of Attorney to be issued to the authorized lawyer or trademark agent, its official translation into Arabic, the publication of the trademark in newspapers and, finally, the fee to be paid to the professional in charge of the registration procedure.

The required documents to qualify for the registration are the following:

- 14 copies of the trademark (5x6 or 6x7 cm) printed on self-adhesive paper
- Power of Attorney with a certified and legalized signature. The legalization may take place both at the UAE Foreign Office and at a UAE embassy abroad (it can be arranged locally)
- A certified and legalized copy of the registration of the company
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- Articles of association of the company
- Arabic translation of the trademark (it can be arranged locally)
- Certifications of any previous registration, if existing

The owner of the trademark shall, on completion of its registration, be furnished with a certificate containing the following particulars:

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3. Trade name, or the name of the trademark owner, his nationality and domicile.
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Patents are valid for 20 years, from the date of presentation of the application for registration. Registration of an industrial drawing/design has 10 years validity.

Costs related to the government fees are:

- Application for Protection Certificate: AED 400 (natural person), AED 800 (company)
- Application for Copy of the Protection Certificate: AED 200 (natural person), AED 400 (company)
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The owner or his legal representative also have the right to obtain an additional patent or the registration of an industrial design aimed at improving, changing or adding something to the invention after it has already obtained the patent. The application for and “additional” protection will be subject to the same conditions and will have the same effects of the original patent application.

The Know-How as well can be protected against any illegal use, circulation or disclosure to third parties during the whole period in which the registration has not been published or publicized.

Nevertheless, a know-how contract must be written and specified in all conditions, purposes and transferring clauses in order to be valid, otherwise it has to be considered null and void.

The initial step to register a Patent is the filing of the application for the grant of a patent, after this the concerning authorities examine it as to the compliance with formalities and patent ability provided for under the Patent Law including the novelty, inventiveness and industrial applicability. If the application is rejected, the applicant has the right to appeal to the Committee within 60 days as of the date of receiving the notification of rejection.

The accepted applications are published in the Official Gazette and any interested party has the right to appeal to the Committee within





60 days as of the date of publication in the Official Gazette. If no opposition is lodged within the time limit indicated above, the letters patent or the utility certificate is issued.

Documents required for a patent registration are:

- Memorandum of Association/Charter or extract of the commercial registration of the applicant if the applicant is a corporate entity
- Power of Attorney
- One copy of the specification, claims and drawings (if any) relating to the invention
- A document validating the rights of the applicant (if the applicant isn't the inventor or if the application is submitted through a license)
- Consensus of the inventor of the main invention if the application is submitted for a subsidiary invention based on the main one
- Copy of the previous application with all the attachments bearing date, number and Country, if submitted in another Country that has an international agreement or a treaty with the United Arab Emirates, and that gives priority claim to the current application
- A temporary protection certification, where applicable

All documents must be written in both English and Arabic. The documents from 1 to 5 must be legalized at the UAE embassy in the country of origin; subsequently, they have to be certified by the Foreign Office in the United Arab Emirates.

If some of the documents are not immediately available, the applicant can submit a statement with which he commits himself to the production of the missing documents within 90 days. The Ministry may ask for products' samples.

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What Marketing is and is not

What Marketing is and is not

Nowadays the market is characterized by high turbulence and global competitiveness.

Every business, small or large, needs a business plan and the key component of an effective business plan is the **marketing plan**.

Every company or business organization undertakes a variety of marketing activities in order to meet their primary goal: **making profits**.

The marketing concept

The **marketing concept is a philosophy**. It makes the customers and the satisfaction of their needs the focal point of all business activities.

"Marketing is not only much broader than selling, it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise"

Drucker

"The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires"

Barwell

What Marketing is

Marketing is a process that begins from the product design right till the time the consumer actually buys the product. As a matter of fact, the most successful marketing strategies do not end when the consumer purchases the product, as after sales service and customer relationship marketing are also other forms of good marketing.

There are many definitions of marketing but the best ones are focused upon customer orientation and satisfaction of customer needs:

"Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others"

Kotler





*"Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably" -
The Chartered Institute of Marketing (CIM)*

*"Marketing is the right product, in the right place, at the right time, at the right price" -
Adcock*

*"Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of the customer on whom the organization depends" -
Palmer*

What Marketing is not

It may be paradoxical to dedicate a part of this article to the explanation of "what marketing is not", however this is the best way to remove the existing confusion about this concept.

- **Marketing IS NOT the commercial function of a company but its inspirer.**
- **Marketing IS NOT sales but a process to stimulate sales.**
- **Marketing IS NOT only advertising and promotion.**
- **Marketing is NOT only direct mail.**
- **Marketing is NOT only telemarketing.**
- **Marketing IS NOT only brochures.**
- **Marketing IS NOT only show business.**
- **Marketing IS NOT only a market research**

"Marketing Process- in short"

Marketing is a process that begins from the product conception. The features, attributes and benefits of the product have to perfectly suit the needs and wants of the customer, and this crucial point has to be kept in mind by the marketer.

This is why the biggest companies spend so much money on research, development and constant innovation of their products. The key elements of a successful marketing strategy are innovation and competitive advantage.

Companies that constantly strive to be better than their competitors by consistently offering new and innovative products are the ones that enjoy the majority of the market share in their particular industry.

Once the product has been developed and manufactured, the customers need to be made aware of the availability of the product. This is done through large scale advertising and direct selling.

The seller can reach out to a mass of people at the same time taking advantage of different media such as Internet, TV, radio, newspapers, magazines, journals, billboards,

Highlighting the product's utility and novelty is the key element of the most successful marketing strategies.

Once the product has been sold, the marketer's job is seemingly over, as his task was to ensure that the customer purchases his product. This is as far from the truth as possible because at this point one other important factor comes into play.

We are talking about the customer retention and loyalty process.

As rivals are always looking to steal away customers from any business, it is very important to focus on customer satisfaction. This can be done only through a good after sales service, prompt complaint solutions, informing about future offers and products and overall customer relationship management.

Before venturing out to get more customers, it is important to build a solid base to retain and satisfy the existing customers.



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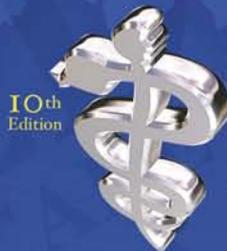
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What is a trademark?

A trademark is a sign that serves the specific and primary purpose of identifying the goods or services of a producer, thus allowing the consumers to distinguish goods or services of one producer from those of another.

What can be registered as a trademark?

The sign may be composed of words, devices, letters, numerals, three-dimensional signs (shapes), combinations of colours or any combinations of the above.

Trademarks in Chinese

Chinese consumers are likely to find a Chinese name for foreign trademarks either by way of translation or by transliteration. It is advisable to register a Chinese version of a foreign trademark. Indeed, the registration of a trademark in roman characters does not automatically protect the trademark against the use or registration of the same or similar trademark written in Chinese.

Registration procedure

A trademark can be registered either through the 'national system' implying a direct application to China's Trade Mark office (TMO) or through the 'international system' meaning an application to the World Intellectual Property Organisation (WIPO).

National System

To begin, select a trademark agent from the official list. The involvement of a trademark agent for the filing of the trademarks at the TMO is advisable for all companies, particularly new entrants to the Chinese marketplace, and mandatory for foreigners without residence or place of business in China.

National applications can only be made in Chinese. For trademarks applied for directly in China, a separate application must be filed for each class. National registrations are protected for 10 years (renewable).



International System

Trademarks can also be registered under the international system administered by the World Intellectual Property Office (WIPO) in Geneva. For more information, visit www.wipo.int

Lodging a complaint: Administration for Industry and Commerce (AIC)

A complaint can be lodged with the local trademark bureau of the Administration for Industry and Commerce (AIC), above the county level, where the infringement is committed (manufacture, sale, storage, etc.), specifying the trademark rights of the owner (a copy of the trademark registration certificate) and providing any evidence of the infringement (sample of the infringing product, for example). This action is mainly of a 'practical' nature and is aimed at investigating and seizing. At the end of a raid, if the AIC is satisfied that an infringement has been committed, it will order the infringer to stop the infringing acts immediately. In principle, AIC should systematically confiscate and destroy the infringing goods and the tools specially used for manufacturing the infringing goods or labels.

The AIC may also impose fines. The amount of the fine depends on the size of the illegal business, and cannot exceed three times this amount. However, the calculation of the 'illegal business' is not an easy matter since in most cases the infringer does not produce any accounting material, and reference to the price of authentic goods is still not as a rule accepted by the Chinese authorities. If the fine cannot be easily calculated, a fixed amount may be decided by AIC, with a maximum of RMB 100 000.

AIC cannot grant compensation, it can only act as a mediator. Assessing and granting compensation is therefore within the exclusive jurisdiction of the People's Courts.

Civil procedure

The civil procedure for the protection of trademark is operated according to the following steps:

1. A complaint needs to be filed with the civil division of the People's Courts.



2. The court decides on a date for a pre-trial hearing, during which evidence is examined and discussed by the parties before the court.

In theory, the court may act as fact finder and order inspection, but usually, evidence is produced by the parties themselves. At the end of the hearing, the court asks the parties if they wish to settle the dispute. The judgment is delivered within a few months, depending on the complexity of the case.

Criminal procedure

Activities concerning trademark crime:

- Manufacturing or knowingly selling counterfeits
- Forging or selling unauthorised representations of a trademark

Public prosecution

Generally, criminal cases are brought before the court by a bill of indictment of the People's Procuratorate. Criminal trademark cases are relatively uncommon as the threshold of value of counterfeited goods is relatively high. However, Criminal prosecutions can yield much sterner sentences for infringers.

Source:

China IPR SME Helpdesk - The China IPR SME Helpdesk is a European Commission funded project that provides free, practical business advice to European SMEs. The helpdesk provides expert advice through training, online resources and the Beijing based Helpdesk, where IPR experts are on hand to advise European business on China IPR. To learn about any aspect of Intellectual Property Rights in China, visit the online portal www.china-iprhelpdesk.eu. For expert advice on China IPR for your business, contact enquiries@china-iprhelpdesk.eu

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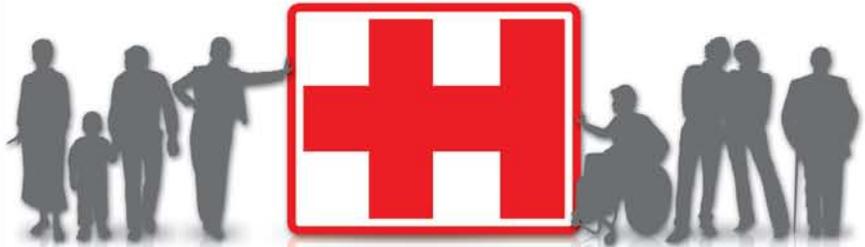
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www.ecr.org



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www.salmed.pl

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www.hospimedica-india.com



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www.tuyap.com.tr

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(Seoul - Korea, South)

www.kimes.kr



- **26-28/03/2010 CHINA MED 2010**

(Beijing – China)

www.chinamed.net.cn

April

- **30/03-02/04/2010 MEDICONEX 2010** (Cairo – Egypt)

www.mediconex.net

- **11-14/04/2010 Saudi Medicare 2010** (Riyadh - Saudi Arabia)

www.recepo.com

- **13-15/04/2010 Dubai Derma 2010**

(Dubai - United Arab Emirates)

www.dubaiderma.com



- **14-16/04/2010 Med-e-Tel 2010**

(Luxembourg – Luxembourg)

www.medetel.eu

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(Tashkent - Uzbekistan)

www.ite-uzbekistan.uz

- **18-21/04/2010 63rd CMEF Spring 2010**

(Shenzhen – China)

<http://en.cmf.com.cn>



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(Prague - Czech Republic)

www.incheba.cz

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www.fibo.de

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(Athens – Greece)

www.medicexpo.com

- **27-28/04/2010 MEDAX 2010** (Tel Aviv – Israel)

www.medax.co.il

May

- **04-06/05/2010 HEALTH & REHAB 2010**

(Copenhagen – Denmark)

www.rehab-scandinavia.com

- **04-06/05/2010 QMEDIC 2010**

(Doha – Qatar)

www.qmedic.net



- **05-07/05/2010 EGYMEDICA 2010**

(Cairo – Egypt)

www.egymedica.com



- **11-13/05/2010 Medical Fair Australia 2010**

(Sydney – Australia)

www.exhibitionmanagement.com.au

- **11-13/05/2010 MEDTRADE SPRING 2010** (Las Vegas – USA)

www.medtrade.com

- **11-14/05/2010 Bulmedica 2010** (Sofia – Bulgaria)

www.bulgarreklama.com

- **12-14/05/2010 KIHE 2010** (Almaty – Kazakhstan)

www.healthcare-events.com/kihe/

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(Zagreb – Croatia)

www.zv.hr

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(Kuala Lumpur – Malaysia)

www.glow2010.com

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www.acexpos.com

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www.pgpromotion.fr

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www.sibfair.ru

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www.hospitalar.com



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www.himssasiapac.org/expo10

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www.senaf.it



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www.rommedica.ro

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www.ceokos.com



June

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www.expogr.com

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www.iranmedonline.com

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www.syrianmedicare.com



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www.expogr.com

• **24-27/06/2010 Taiwan Health 2010** (Taipei – Taiwan)
www.SenCare.com.tw

August

• **05-07/08/2010 Medicare Africa Expo and Conference 2010**
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www.medicareafrica.com

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www.medicall.in

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www.fimeshow.com



• **23-26/08/2010 Saigon Medi-Pharm Expo 2010**
(Ho Chi Minh – Vietnam)
www.medipharmexpo.com

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www.vantagemedifest.com

September

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(Singapore – Singapore)
www.hospimedica-asia.com



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(Johannesburg - South Africa)
www.fairconsultants.com

• **22-24/09/2010 BIHE & Stomatology Azerbaijan 2010**
(Baku – Azerbaijan)
www.healthcare-events.com

• **28/09-01/10/2010 Medicine 2010**
(Minsk – Belarus)
www.minskexpo.com

October

• **05-07/10/2010 Hospital St. Petersburg 2010**
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www.primexpo.ru/hospital/

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www.messe-duesseldorf.de

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www.publichealth.com.ua

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www.expomedical.com.ar

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www.westafricanhealth.com

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www.himssasiapac.org/congress10

November

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www.Mediphar.com.tw // www.taitra.org.tw

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www.messe-duesseldorf.de



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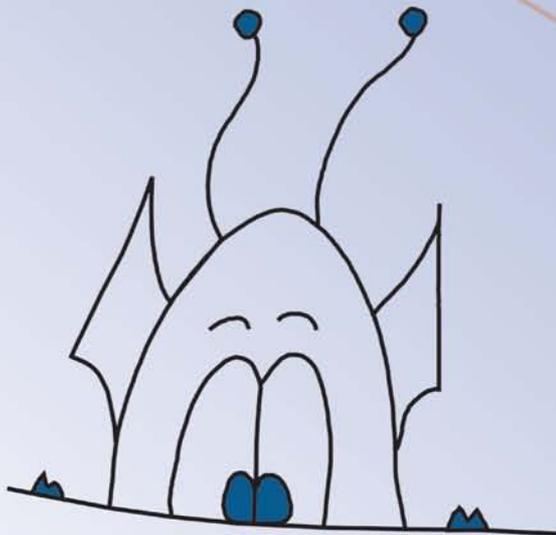
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