INFOMEDIX INTERNATIONAL

Connecting Medical Business Worldwide

Middle East & Asia issue

The medical market in **South Korea**

Medical Device Regulation in UAE

Business Opportunities

SPAIN taking care of you

Healthcare Technology from Spain smart caring

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INFOMEDIX
INTERNATIONAL
Connecting Medical Business Worldwide

The core message of MEDICA 2010

The manufacturers of medical technology and medical products have weathered the phase of economic and financial crisis well, now noticing a strong tailwind for their businesses and proving a driver for growth with their innovations.

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The Medical Market in South Korea

South Korea is the 4th Asian economy after Japan, China and India, and the 13th in the world. Its location in north-eastern Asia, a region accounting for a quarter of world GDP, makes it a dynamic marketplace supported by technologically advanced infrastructures, globally high purchasing power and government policies fostering cultural and economic modernization.

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Medical Devices Registration in the UAE

All Medical Devices marketed in the UAE must be registered with the Ministry of Health, who provides the Medical Device Registration Guideline. The Drug Control Department (DCD) is responsible for Medical Device Regulation in the UAE.

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An Outlook on Iran

Iranian economy is marked by strong state control with government planning economy policies and objectives. The state owns about 60% of the manufacturing enterprises and dominates the financial sector as well, despite privatization programmes were implemented from 2006. In 2008 some reforms were introduced to simplify the procedures to start a business in Iran and obtain construction permits, reduce taxes, protect investors as regards contracts enforcement and property rights and ease trading across borders.

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Asia-Pacific Healthcare Market

Continuing the growing trend registered over the past decade, Asia-Pacific healthcare market's forecasts estimate that the market size will increase from US$246 billion in 2009 to US$348 billion in 2012, accounting for about 27% of the global market. By 2015, this percentage is expected to rise at 40%.

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unicef

An AIDS- Free Generation

An AIDS- Free Generation is achievable by focusing on the most disadvantaged communities affected by HIV, says a new U.N. report marking World AIDS Day.

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The Podotech Elftman Foot Pressure Platform

The Podotech Elftman Foot Pressure Platform utilises state of the art pressure mat technology and electronic sensors to provide extensive analysis options. 3 scan types - static, dynamic and postural; enabling patients to be scanned whilst standing, walking or running.
Superior visual analysis is provided via 3D scans, graphs and reports that encourage patient interaction and facilitate a more accurate assessment.

Key Features:
- Captures 100 images per second
- Sensor life time of over 1 million uses
- Thin pressure mat encourages natural gait
- Highly durable, permanent mat surface
- CE certification provides quality assurance
- No product calibration required
- Highly reliable and portable system

SEE THE PODOTECH ELFTMAN AT ARAB HEALTH 2011: STAND 7E36

Contact us to request a product brochure.
Podotech - UK
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Website: www.Podotech.com Email: sales@podotech.com

About AXEL:

AXEL is an Italian Company established in 2001 with more than ten years experience in the medical field achieved by its main members. Specific clinical areas of interest of our MEDICAL DEVICES are:

- Infusion Therapy
- Regional Anaesthesia-Pain treatment
- Oncology
- Dialysis

With a product portfolio composed by a large range of devices responding to most exigent requirements, AXEL main effort is concentrated to optimize all main critical points making the difference among the large market competitors such as: Quality, Pricing, Customization, with the main purpose of offering to our Clients their best synthesis.

Furthermore, thanks to our ability to cover the entire processes, from design to direct distribution of its products, AXEL has developed significant know-how in research and development of new products.

One of the new devices launched during MEDICA 2010 is our **EPIX SPIROL: A kit for epidural anaesthesia with spiral reinforced catheter** which is effectively implementing AXEL range for Anaesthesia/Regional Analgesia.

For more information visit www.axel-med.com

PANTOS ART PLUS
Diagnostic imaging aiming the future

PantOs ART PLUS is a panoramic volume digital system (not volumetric) combining the best digital imaging technologies patented existing today.
PantOs ART Plus always offers crisper and sharper radiographic images for best diagnosis, due to its digital sensor featuring High resolution, CdTe (Cadmium telluride) CMOS technology, unique and peculiar with direct conversion from X-rays to electrical signals.

Simple and compact the PantOs ART Plus allows for 7 diagnostic programs: Adult standard – with constant vertical magnification on standard dental profile - Child panoramic, Left-side dentition, Right-side dentition, Anterior dentition, TMJ in normal occlusion and fully open, Frontal view of maxillary sinuses. Furthermore, the system has 3 laser beams for patient positioning and motorized horizontal displacement .

The quite high acquisition speed of the sensor, up to 300 frames/s, allows for the reconstruction of a panoramic layer into a volume 30 mm thick all around the dental arch.

The patented automatic or manual focusing system for selection of best fitting panoramic layer allows for optimum adaptation of the panoramic layer to the ideal for individual patient (extraction of specific layer out of the panoramic volume.)

PantOs ART Plus uses the ORIS WIN DG Suite software with the following features: Patient file management with distributed image database in DICOM and other file formats , true 16 bit pixel resolution and filtering for digital manipulation, calibration for vertical length measurement and simulation of implant placement, creation of DICOM CD with image reader, bridging module for connection to practice management software, optional module for full integration into DICOM environment, optional module to access CT DICOM files for pre implant checks with (a) 3D reconstruction, (b) set-up of panoramic layer and cross sections, (c) display of panoramic layer, (d) display of cross sections.

For more information visit www.bluex.it

I-Power

I Power, Inc., proudly presents the HM CAST and HM SPLINT system, an orthopedic casting product developed to provide patients and users a comfortable, feather light and secure casting method, allowing patients to shower or bathe while maintains the functionality of a cast bandage.

The HM CAST is composed from a net designed fabric sleeve specially impregnated with resin that hardens after the contact with the water. The HM CAST comes with matching SKIN PROTECTOR that substitutes any cotton bandage and stockinet.

The HM SPLINT is the splint system developed from the same materials of HM CAST, with its outstanding elasticity helps to prevent wrinkles and excellent formation on body joints.

I Power, Inc., exports the products to over thirty countries and its products are present in many countries in America, Asia and Europe.

For more information contact:
I Power Inc.
Tel: +82 2 2294 6757
E-mail: info@hmcast.co.kr
Website: www.hmcast.co.kr

MODinsù – Three different compressions in one pantyhose

MODinsù is a real innovation in the stockings market. With its panty, made in different connected compressions, it supports, shapes and keeps fit your glutei and your hips, while its graduated compression (electronic) produces a beneficial massage on your legs, making them beautiful, slim and nimble.

The simple everyday habit of wearing a pair of MODinsù stockings will be the fastest and easiest way for supporting your glutei. The panty has three different compressions: strong and sustaining under the glutei, where control is mostly needed; light on the lower abdomen where compression is not required; strong and sustaining in the hips and around the waist, where cellulites and fats accumulation can easily form. This products quality is self-explained by six features: graduated compression, double layer Lycra® weaving, reinforced and well-shaped heel and toes, elastic band knitted around the waist, anatomic wedge and extra flat seams.

For more information visit www.farmasystemsrl.com

Medical Compressors

The basis of Ekom s.r.o. production is formed by oil-less dental compressors, dental suction units and relevant accessories for application in dental surgeries, laboratories and central compressed air systems, as well as by medical compressors serving for supplying lung ventilation equipment with medical compressed air.

Along with high-end level medical compressors Ekom s.r.o. introduces simplified versions of DK50 DS compressor range under the designation DK50 DE. "EASY" medical compressor line is equipped with all necessary features to provide lung ventilation devices with requested compressed medical grade air. Simple metal case covers the same compressor air pump used in DK50 DS line, yet the construction contains no alarm, one OUT outlet, mechanical air gauge and operation hour counter as standard features. The connection to central air distribution through WALL inlet is optional. The idea of launching "EASY" medical compressor line is obvious – to make medical grade air compressor line more affordable and attainable for limited cost projects as well as project where comfort and utility of DK50 DS compressor version is not required.

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www.ekom.sk

JOLLY PLUS mobile X-ray

BMI Biomedical International have been in the X-ray field business since 1991, providing solutions to the changing market demands.

Our JOLLY PLUS mobile X-ray unit series is one of the best sold product of our wide range: since it was introduced to the market in January 2009, over 200 units have been sold through our worldwide network and we can proudly state that this success is due to the outstanding performances and the affordable price of all models.

JOLLY PLUS main features:

. Light, manageable unit, and a compact design allowing the user to operate even in small emergency rooms
. Four models available: 4 – 15 – 16 – 30kW power
. Parameters selection through a 5.7" touch screen display
. Wide range of anatomical programs, now available in eight languages.

Following the trend of the market and the increasing demand for digital radiography, even on basic systems, we are now developing our software to make it work with the new JOLLY PLUS DR, which will be announced soon.

For detailed information visit www.bmibiomedical.it

FLOVAC®

The FLOVAC® disposable containers are used to collect the organic fluids in medical suction field.

Designed and manufactured for "high flow and high vacuum" applications, the FLOVAC® containers are the best expression of practicality and safety, both for the operators and for hospital plants and environment, thanks to the use of absolutely reliable manufacturing materials.

The hermetic lid sealing makes the disposal procedure particularly hygienic, simple and safe for the patient and for the staff charged to remove, handle and replace the device. With FLOVAC® the use and the replacement operations are very simple, reducing to the minimum the plant stops in each application.

The FLOVAC® disposable containers are available in three sizes (1,000 – 2,000 – 3,000 cc) and in two versions:
Liner: consisting of a reusable rigid support container and a disposable soft liner bag hermetically welded to a lid;
Canister: totally disposable system consisting of a single-use rigid canister and a lid hermetically coupled and fitted with spring clips to prevent any accidental opening.

FLOVAC® disposable containers are equipped with:
· ports allowing the connection to the suction line and to the patient
· tandem port to allow the cascade connection of two or more containers, increasing the system collection capacity up to 12,000 cc
· an anti-reflux, hydrophobic and antibacterial filter protecting the equipment or the plant generating the vacuum. This filter also acts as an overflow valve, deactivating the suction when the container is full.

A complete range of FLOVAC® accessories covers the most of hospital applications.
For more information please visit www.flowmeter.it

New mammography "MAMMO-R" 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 2011 the new digital mammography equipment will be at Your service. Uses digital technology enabling images to be viewed immediately in DICOM 3.0 standart.

AMICO JSC – Russia
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E-mail: export@amico.ru Website: www.amico.ru

Medicool

Since 1986 the Medicool Corporation has been manufacturing patented travel case that can keep insulin and other injectable medications refrigerated while traveling in hot climates. Medicool now has many styles of Diabetic Travel Case, both with and without temperature controlling elements, as well as a Mini Medication Refrigerator that can be plugged into an electrical outlet or into a 12 V car socket.

Many of our cases are used by Pharmaceutical Companies all over the world and we have also designed many private label cases for these companies. Medicool also offers a line of Diabetic Socks, the DiaSox Brand along with the private label brands we also manufacture can be found in thousands of pharmacy locations worldwide.

Medicool also offers a selection of Debriding Drills used by Podiatrist for the removal of calluses and for filing thick toenails. Some with built in vacuum systems, some are portable and some are table units. We also offer a complete selection of Carbide and Diamond Burs for use with these machines.

Medicool's primary criterion for all the items we manufacture is Quality First. Medicool's philosophy of "Unique Products- Guaranteed!" will continue to be our guiding inspiration in the new millennium.

Medicool Inc. USA
Tel +1 310 7822200 – Fax: +1 310 7828900
www.medicool.com
stevew@medicool.com

GPC Medical Limited

GPC Medical Limited, the best name in India in its field, is ISO 9001 & ISO 13485 certified, WHO–GMP compliant with a large number of CE Marked products. Orthopaedic Implants/Instruments and Hospital Furniture are the two most specialized product ranges. GPC is perhaps the first and the only Indian company whose bone plates and bone screws are US FDA 510(k) approved. The other products, exported regularly in large quantities, against international bids also, include Anaesthesia Products, S.S. Hospital Holloware & Sterilizers, Autoclaves, Suction Units, Shadowless Lamps, Diagnostic Instruments, Weighing Balances, Microscopes, Cold Chain Equipment etc. The customer satisfaction at GPC, is achieved by supplying quality products at low prices within a short delivery time, paying due attention to packaging and packing.

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, please visit www.gpcmedical.com

Metaltronica: The Mammography Company

Metaltronica, one of the world leading manufacturers of x-ray equipment, specialized in mammography solutions with an installed base of about 5,000 units installed worldwide. All of our products are uniquely projected, designed and manufactured guaranteeing long term performance and elevated patient throughput being at the same time the environment-aware using no-lead X ray tubes.

We at Metaltronica are devoted to breast health solutions being the worldwide "breast health focused company". We have been on a mission for more than 30 years. A mission aimed to fight breast cancer by offering the most advanced technologies both in film-based mammography and full field digital mammography assuring basic screening to breast biopsy procedures.

HELIANTHUS, our Full Field Digital Mammography solution, is the result of recent breast technology studies assuring the widest range of exams and the most fluent workflow available. Thanks to unique features such as AEC modes – based on breast thickness or breast density – our Helianthus ranks among the most advanced mammography solution on the market.

We do our very best to make doctor's life easier and women's life longer.

For more information visit: www.metaltronica.com

LABAT ASIA PVT. LTD.

Labat has been meeting requirements of audiologists by providing them with the most suitable solutions since 1991, producing advanced audiological instruments and delivering excellent services at competitive prices.

With this mission; Labat Italy inaugurated its subsidiary, Labat Asia Pvt. Ltd, in Chandigarh (India) to be nearer the Asian ENT/audiology community. "The aim," Managing Director of Labat Asia Mr Tarlochan Dev, says, "is to establish Labat Asia Pvt. Ltd in a potentially huge and constantly growing market, and expand its reach gradually to whole Asian continent". Labat offers best equipment at affordable prices and providing service/calibration facilities nearer home.

For this reason, Labat is constantly searching for new distributors.

Labat range of equipments:

· Audiometers (Single and two channel)
· OAE screening or clinical with ABR and AABR.
· Auditory Evoked Potential Systems with
- ABR
- E-ABR
- ECochG
- VEMP
- ASSR
· Tympanometers
· Rhinomanometers

For further information visit
www.labatasia.com or www.labat.it

IAE, your strategic and reliable partner

IAE is a major role player 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.

A recently developed product is a high power water cooled mammography tube unit, aimed at high power demanding applications such as high patients throughput screening applications, beam scanning mammography and tomosynthesis.

For this reason a dedicated system was designed, in which heat storage and focal spot power was enhanced by increasing the dimension and mass of the rotating anode, and a heat dissipation ten times higher than conventional units was obtained by a double fluid circulation heat transfer.

For more information, contact:
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Fax: +39 02 6152 544
E-mail: iaexray@iae.it
Website: www.iae.it

SURGYSONIC MOTO G, SURGYSONIC II DUO G, SURGYSONIC II G

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.

Surgysonic Kick-off is a turning point in hard tissue surgery. It's unique feature is based on the combination of a single device with both "Piezo" and "Micromotor" technologies New graphic display and double piezo handpiece, different models for different medical applications, ultrasuond bone surgery, Maxillo-facial, ENT, micro Surgery, Neuro surgery, Debridement and more .

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 realization of a new device, which represents a turning point in hard tissues surgery.

SURGYSONIC wound

Ultrasound application for Debridement: Ulcers, Decubitus, Diabetic foot, burns, septic events in post traumatic and orthopedic surgery, and more.

Pain reduction, debridement timing reduction, deep detersion & cleaning, preservation of healthy tissue, reduction of bacteria charge, with and without anesthesia in operating room and outpatient treatment

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, leader in the Innovation business.

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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MIL'S: developing healthcare applications from 1926

MIL'S, French designer and manufacturer, is specialized, since 1926, in healthcare applications. Its products cover a wide range from vacuum pump or compressor to sophisticated systems fitting all requirements.

Medical vacuum plants: from 6 m3/h to 600 m3/h
Medicinal air plants: from 15 m3/h to 300 m3/h

MIL'S is producing too, anaesthetic waste gases scavenging systems and more recently, on-site oxygen generators, thus completing a range dedicated to medical fluids.

All our products are manufactured according to international standards of quality, long life design and easy maintenance.

More than 4,000 hospitals all around the world can testify of their reliability.

For more information write to: cbourgery@mils.fr

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 buzz 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

For more information visit www.rexmed.eu

SONOMED

TELE-PAPER Malaysia is the largest medical chart paper and video printer paper manufacturer in South East Asia, with CE and ISO certifications, as well FDA registered.

Our Sonomed brand chart papers, with its reputable track record in quality and excellent customer loyalty, are available in 70 countries worldwide.

We offer more than 150 types of chart papers, which are compatible for use on most major ECG, EEG and CTG machines.

Sonomed chart papers are available in Standard and Premium grades, with image achievability up to 25 years. Sonomed video printer papers are available in Standard, High Density and High Glossy grades which are well proven for compatibility to OEM quality.

Our services include OEM partnership, brand customization and multiple site deliveries on behalf of our customers, thus reducing shipping cost and paperwork.

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REHABILITATION: BIOFEEDBACK & ELECTROTHERAPY

YSY MEDICAL is a French manufacturer specialized in rehabilitation by biofeedback, EMG muscular evaluation and assessment, electrotherapy and ultrasonotherapy.

We offer a range of products with unique features: undisturbed EMG biofeedback signal, true real time biofeedback (without latency), high EMG sampling allowing accurate unparalleled acquisition, effective and very comfortable stimulation, wireless technology...

All treatment protocols are designed in partnership with leading international trainers. Applications for therapy: urogynecology, men urology, proctology, sport, central and peripheral neurology, traumatology, rheumatology, hemiplegia, vascular, aesthetics... The diagnosis before therapy is also possible: detection of denerved muscle, qualitative EMG, uroflowmetry, skin resistance measurement...

Devices come in two ranges: stand-alone and computerized systems.
Certifications: ISO 9001:2008, ISO 13485:2003, CE mark 0120 by SGS

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YSY MEDICAL

MEDICA and COMPAMED 2010: Strong Tailwind for Businesses - Closing Report

The manufacturers of medical technology and medical products have weathered the phase of economic and financial crisis well, now noticing a strong tailwind for their businesses and proving a driver for growth with their innovations. This is the core message to be taken away from the four days at the world's largest medical fair MEDICA 2010 (17 – 20/11/2010) as well as from the leading fair for the upstream supply market, COMPAMED 2010 (17 – 19/11/2010).

Conducting a tour around the exhibition on 17 November German Chancellor Angela Merkel and Federal Health Minister Philipp Rösler were also able to convince themselves of the performance of the medical technology industry. "MEDICA is an impressive shop window on the health industry. However, our leading role in the medical business is not known everywhere. For this reason it is important for this sector to feature centrestage," explained Chancellor Merkel in her speech.

Alongside this high-ranking visit from members of the political sphere visitor numbers also confirmed the highlighted global status of MEDICA and COMPAMED as leading trade fairs in their sectors. Of the 137,200 visitors – matching the very good level also achieved last year – 72% were decisively or significantly involved in decision-making and a further 10% had a consultative decision-making role. For Joachim Schäfer, Managing Director at Messe Düsseldorf, these top ratings are a logical consequence of market developments: "The number of clinic organising bodies is falling. This concentration of demand means the market is becoming dominated by ever-larger providers with centrally organised purchasing departments. Which makes those travelling to Düsseldorf especially high-calibre decision-makers." About half the visitors came from abroad from a total of over 100 nations.

The medical experts from throughout the world were offered a wealth of innovations for the entire patient "workflow" in both in and outpatient care by a record attendance of 4,400 MEDICA exhibitors from 64 nations.

Once again proving a significant success factor at MEDICA was the event's focus on meeting the increasing demands of the medical community for interdisciplinary cooperation with a comprehensive range of topics including theme parks and forums (e.g. MEDICA MEDIA, MEDICA PHYSIO) as well as the congress. "An example here were the well attended interdisciplinary congress seminars on such topics as the care of patients with several parallel conditions or complex symptoms like cancer, rheumatism or allergies," explained Dr. Julia Rautenstrauch, Secretary General of the German Society for Interdisciplinary Medicine (MEDICA – Deutsche Gesellschaft für Interdisziplinäre Medizin e. V.) which organises the MEDICA Congress.

Efficiency through Innovations

In terms of the innovations presented by exhibitors "process optimisation" was clearly the most frequently heard buzzword in the halls of the fair. For instance, innovations from numerous suppliers focused on increased efficiency and flexibility in the operating theatre. In so-called "hybrid" operating theatres surgeons can operate and use imaging processes at the same time. This makes it possible to perfectly combine diagnostic and surgical procedures in one place. At the same time, an increasing number of computer-based support systems are finding their way into the operating room. The range here spans applications for the planning and simulation of operations through to navigation during operative interventions.

Also providing greater efficiency in the care process are innovations in the field of medical IT and telematics. In particularly high demand at MEDICA 2010 were solutions for smooth dataflow between the in and out-patient sectors.

"Mobile health" applications are also still very much on the advance. A range of compact and easy-operation devices for the recording and remote transmission of the most varied vital parameters were also presented at MEDICA 2010.

Very much reflecting the restructuring process going on in German health clinics the 33rd German Hospital Conference featured the key topic "Safeguarding Care – Contribution of Hospitals". The numerous lectures, forums and practical seminars generated avid interest from the audience here totalling a good 2,400 participants.

High-Tech Solutions also at COMPAMED

Held in conjunction with MEDICA was COMPAMED, the international trade fair for the upstream suppliers of the medical industry. 575 exhibitors from 37 nations presented to the over 16,000 visitors a wide spectrum of technology and service solutions for use in the medical industry – from new materials, components, primary products, packaging and services through to complex micro systems and complete contract manufacture.

Next dates for MEDICA in Düsseldorf: 16 – 19/11/2011
Next dates for COMPAMED in Düsseldorf: 16 – 18/11/2011

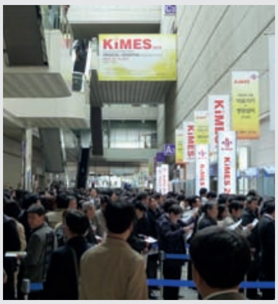
For information online go to: www.medica.de and www.compamed.de

Source: www.medica-tradefair.com

The Perfect Place to Expand Your Business

KIMES will bring you to the great opportunity, we provide the platform for future success of your business.

Since first edition of KIMES in 1980, the show has been grown up with Korean medical and healthcare industry. We tried to make the show as the fair place for the entire people who engaged in the industry through out gathering of advanced medical and healthcare related items and sharing of the newest information.
Recently, Korean government appointed medical industry as the one of the leading industry that propelled Korean economy in future, and the government provided blueprint of financial and political backing for the industry.



Moreover, globalization of medical healthcare service industry sector is the main issue in Korea nowadays, and to achieve the specialization of the industry, it should be based on sharing of information and visions.

Current global economy downturn caused many difficulties on the entire Korean economy and the needs of development of new technologies and new market are important than any other time.

Regardless of today's global shifts, it is clearly recognized that trade exhibitions are still of prime importance to the economy – and in some cases they are even more important than ever before. Especially in times of crisis, domestic and international economic partners need exhibition platforms to send positive signals to their strategic markets to launch innovative products, to discuss crisis-management measures and using this knowledge respond quickly, flexibly and correctly.

KIMES 2011 is held at a time like this to provide the vision for the future to our medical industry with 1,200 exhibitors from 35 countries and around 40 sessions for seminars.

Emphasis will be put on ensuring that there is a balance between the different exhibition categories, as KIMES is a total healthcare related show. While it is important to include innovative new technologies, involving digitalization and personalization, it is also important that KIMES shows the direction in which the entire industry is heading.

The current economic situation may provide more opportunities in the Korean market for international trade. Taking advantage of a critical situation and seizing the opportunity to make inroads into growing markets is the way to success for most businesses.
We firmly believe that KIMES is the right platform to shift up the standards of Korean medical and hospital industry and we will make the KIMES 2011 as the specialized and differentiated exhibition that essential for our industry.

For more information visit: www.kimes.com

From 2011 Infomedix will work as **European Sales Representative.** For more information visit: www.infomedix.it or write at info@infomedix.it

Expomed 2011

EXPOMED is one of the biggest exhibition in Turkey for Medical Analysis, Diagnosis, Health Care, Hospital Supplies and Rehabilitation Aids industry.

Located at the Eurasian crossroads between Eastern European, Mediterranean, Black Sea and the Caspian Sea regions, Turkey offers an excellent geographical location in which to conduct business, not just locally but internationally. With over 1,000 companies and their representative from over 45 countries and an estimated visitor total of circa 20,000, the Expomed & Labtech 2010 confirmed the increasingly international nature of this exhibition and the attractiveness of Istanbul as burgeoning geo-strategic base for international commerce and exhibitions.

EXPOMED and LABTECH fairs, are the main events in which the world class products of Turkish Medical sector are introduced to the sector persons concerned from Europe, Middle Asia, South East, Caucasus, Balkans, Middle East, North Africa an all around Turkey such as doctors, nurses, pharmacists laboratory workers, Healthcare institution owners, purchasing managers of healthcare corporations, members of medicine and veterinary faculties, chiefs of medicine of state and all the others categories involved in the medical trade.

In the Expomed and Lab-tech Fairs, being the most effective and powerful organization in Eurasia in order to increase the domestic and foreign market shares of the companies, which produce medical products, devices and systems; the products that indicates the improvement of the medical sector in scientific and technological areas, are presented to the local and foreign markets as a whole. As a result of the promotional activities of TÜYAP which was held during the year in all important targeted countries of the healthcare sector, the fairs had hosted 24,826 professional visitors from 59 different countries.

In addition to the individual visitors who came using Tüyap's foreign offices and representatives' channel, there were organizations of professional purchasing boards from Russia, Georgia, Azerbaijan, Bulgaria, Egypt, Greece, Iran and Syria. Besides these efforts, more purchasing board organizations from Azerbaijan, Kuwait, Malaysia and Tunisia with the cooperation of Undersecretariat of Treasury and Foreign Trade of Turkish Prime Ministry were realized.

Furthermore last year, Expomed and Lab-tech Fairs also hosted group organizations of Adana ÇUMED, Ankara Başkent University Biomedical Engineering Department, Eskişehir Chamber of Commerce, Izmir Chamber of Electronic Engineers, Izmir Chamber of Commerce, Konya Chamber of Commerce and Malatya Chamber of Trade and Commerce.

EXPOMED 2010 was the 17th International Fair held in Istanbul and had a special attention on medical companies specialized in Medical Analysis, Diagnosis, Health Care, Hospital Supplies and Rehabilitation Aids. LAB-TECH 2010 13th International Istanbul Laboratory Technologies and Equipment Fair, has been prepared with the cooperation of TÜYAP Fairs and lots of associations based in Turkey. The international fairs had been realized in Istanbul - Tüyap Fair, Convention and Congress Center on March 18-21, 2010. A profusion of new contacts were secured to the great number of exhibitors and visitors that is possible to meet in the course of the fair.

Participate to Expomed could assure to companies all round success in terms of visitor quality and subsequent numbers of contacts.

For more information visit www.tuyap.com.tr

TAIWAN HEALTH & MEDIPHAR double-up!

Taiwan Health adds MEDIPHAR for "1" super-size summer show!

It's a marriage made in Nirvana! For buyers and exhibitors the joining next June of MEDIPHAR (Taiwan's largest medical exhibition) with TAIWAN HEALTH (Taiwan fastest growing export-focused event) promises greater prospects through a greatly expanded venue. The combined shows will deliver even greater choice to multiply the global turnout of buyers.
Excellent results were chalked up by the just completed MEDIPHAR Taipei from Nov. 11-14 that hosted 272 exhibitors who used 523 booths to attract 32,000 visitors (including 500 foreign buyers). Exhibitors at that event, (also called the 22nd Taipei Int'l Medical & Healthcare Exhibition) enjoyed a healthy increase in the number of overseas orders.

No doubt the consolidation of TAIWAN HEALTH with MEDIPHAR next June 23 to 26 will bring massive growth, especially since TAIWAN HEALTH is already held in conjunction with SenCARE (Taiwan Int'l Senior Lifestyle & Health Care Show).
Meanwhile, TAIWAN HEALTH is getting ready for incredible growth with the addition of MEDIPHAR TAIPEI. In its premiere show last summer it hosted 282 domestic and international exhibitors together with SenCARE who welcomed 44,000 visitors. And now expansion plans are afoot to swell its show categories which last summer covered hospital equipment, emergency medicine and rescue equipment, diagnostic instruments, surgical devices, orthopedic and dental equipment, laboratory equipment, sterilization equipment, rehabilitation and mobility equipment, and medical services and publications.

TAIWAN HEALTH is Asia's newest trade show dedicated to health and medical concerns especially for export-orientation. It strives to join the fullest choices of medical equipment, products, services and solutions.

For more details and briefings visit www.taihealth.com

MEDICAL FAIR THAILAND 2011

Thailand's most influential event for the medical and healthcare sector returns in 2011

The fifth edition of MEDICAL FAIR THAILAND returns to Bangkok in 2011 and will take place at the Queen Sirikit National Convention Center in Bangkok from 14 to 16 September. Last held in 2009, the exhibition attracted 246 exhibiting companies from 30 countries including national pavilions and groups from Austria, Belgium, China, Germany, South Korea, Singapore, Taiwan and the United Kingdom. Some 3,700 high calibre buyers and decision makers from 53 countries visited the 3-day exhibition which showcased a plethora of state-of-the-art medical and health care devices, services and innovative solutions for both in-and out-patient and rehabilitative care.
MEDICAL FAIR THAILAND is recognized as the most important resource and business platform for both international and regional suppliers from the medical and healthcare sectors. The exhibition serves as a converging point for healthcare providers, medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other healthcare professionals sourcing for the latest innovations in healthcare. 300 exhibiting companies from 30 countries and 5,000 industry professionals and visitors are expected to be present at the 2011 exhibition. A 2-day conference addressing the urgent needs of the region has been planned. More details on the conference will be available soon.

ASEAN's promising healthcare sector

The healthcare market in ASEAN-6 is set to top U$50 billion in 2011, while an estimated U$2.2 billion will be spent on medical devices and consumables. Where medical tourism is concerned, Asia's medical tourism industry is expected to be worth at least US$ 4.4 billion by the year 2012. Currently an estimated 1.32 million medical tourists come to Asia from all over the world.
The promising healthcare sector brings opportunities to enterprising companies who wish to penetrate the ASEAN countries. Major ASEAN nations continue to boost healthcare spending in order to expand access to treatment, modernize their medical systems and furnish more advanced services to both local and foreign patients, and catering to the silver industry. The proposed investment in healthcare facilities opens up a myriad of opportunities across the entire healthcare ecosystems, particularly for suppliers of medical devices and equipment.
Opportunities beckn in Thailand and Vietnam

THAILAND

Thailand is a US$9 billion market for healthcare spending and this is a growing at an annual rate of close to 9% per annum. The medical device and consumable market in Thailand is valued at approximately US$ 795 million in 2010. In 2009, Thailand received 1.7 million medical tourists and the Kingdom will continue to remain a hot spot for medical tourism. As it is, the Thai Government is actively supporting medical tourism through simplifying visa procedures for foreign patients and investing US$10-15 billion in new hospitals through to 2015.

VIETNAM

Vietnam spent US$3.4 billion on healthcare in 2009, and impressive growth of 14% per year is forecasted. Its us $300 million market for the medical devices and supplies is growing a better than 6% annum. The government plans to build and upgrade hospitals across the country, equipping 1,200 hospitals and medical institutes with a total of 190,000 beds by the end of 2010, to be followed by a further 250,000 beds in 1,300 additional establishments by 2020.

MEDICAL FAIR THAILAND 2011 has the staunch support of Thailand's Ministry of Public Health, Thailand Convention and Exhibition Bureau, and Messe Duesseldorf/Organizer of MEDICA, the world's number one trade fair for out-patient and in-patient care and REHACARE INTERNATIONAL, a specialised trade fair for those with special needs and requiring special care.
More information on MEDICAL FAIR THAILAND 2011 can be found at www.medicalfair-thailand.com.

CMEF SPRING 2011

China International Medicinal Equipment Fair (CMEF), founded in 1979, is held twice a year - spring and autumn in Shenyang, the capital of Liaoning Province, is one of China's famous industrial cities with a population of 6.5 million. Being one of China's main industrial centers, Shenyang has built up an all-inclusive comprehensive industrial system comprising machine-building as chief branch, metallurgy, light industry and textiles, building materials, electronics, foodstuff, etc.

After 30 years of continuous innovation and self-improvement, CMEF has become the largest exhibition of medical equipment, related products and services in the Asia-Pacific region. The exhibition widely covers ten thousands of products such as medical imaging, in vitro diagnosis, electronics, optics, first aid, rehabilitation nursing, medical information technology and outsourcing services, and it provides services to the entire medical industry chain from the source to the end of the medical equipment industry in a direct and all-round way.

Each edition presents to exhibitors a great opportunity to meet old and new customers. Lots of industry's latest innovations are available in CMEF, with competitively-pricings. Furthermore the exhibitors can well publicize their own products and corporate images through the CMEF platform, whereas the on-site publicity in combination with media participation would double the efficiency of exhibition.

The total visitor number of spring edition 2010 was over 66,000 and the total number of exhibitors was over 2,100.

CMEF spring 2011 will take place on 16-19 April. The exhibition widely covers ten thousands of products such as medical imaging, in vitro diagnosis, electronics, optics, first aid, rehabilitation nursing, medical information technology and outsourcing services, and it provides services to the entire medical industry chain from the source to the end of the medical equipment industry in a direct and all-round way. CMEF Exhibition showcase a vast array of different 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.

For more information visit http://en.cmef.com.cn/.

New specialized China Sourcing Fair to unveil in spring 2011!

global sources Medical & Health Products China Sourcing Fair

More 100% industry-specific products are soon to go on display at the new China Sourcing Fair: Medical & Health Products at Hong Kong's AsiaWorld-Expo on April 20 to 23, 2011.
The inaugural event welcomes importers, volume buyers or purchasing managers who want to source the latest medical and health products from inventive and competitive Chinese suppliers.
If you're looking for competent suppliers with quality products at reasonable price points, the new China Sourcing Fair is your ideal sourcing destination this coming spring.

China Sourcing Fair: Medical & Health Products will showcase new innovations in these categories:

- Medical & care supplies
- Medical equipment & emergency products
- Rehabilitation & physiotherapy supplies
- Dentistry equipment & supplies
- Medical disposable products

Meet professional suppliers from Greater China and Asia
Find potential supply partners from a select group of Fair exhibitors from mainland China, Taiwan, Hong Kong and other fast-growing Asian supply hubs.
Many of these emerging suppliers possess manufacturing ingenuity and offer reasonable price points, which continue to attract leading international brands.

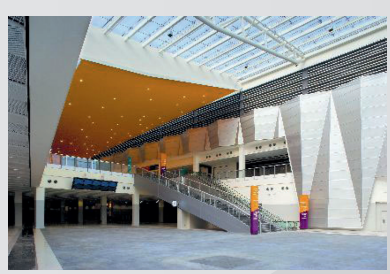
Enjoy free on-site buyer services

Learn China sourcing tips straight from industry professionals at the Conference Program and Ask the Experts. Claim your free refreshments at the Wine & Cappuccino Bar, and check your email or mingle with fellow buyers at the Buyers' Lounges.

Source at convenient AsiaWorld-Expo

Boasting an in-venue Airport Express train station, AsiaWorld-Expo provides convenient public transport to overseas and local buyers. The world-class exhibit venue, equipped with a wide range of on-site amenities, is accessible by Airport Express train in one minute from the Hong Kong Int'l Airport and under 30 minutes from downtown Central.

Pre-register to get your free entry badge to the Fair and enjoy a productive sourcing visit in Hong Kong! Sign up now at www.chinasourcingfair.com



Dubai Derma 2011

Skin Health is Our Concern

"The global dermatology market in 2010 is valued at $14bn driven by key biologic products – Global Business Insights"

The Dubai World Dermatology & Laser Conference & Exhibition - Dubai Derma 2011 is indicative of the growth in the Dermatology Industry as it features an even larger exhibition and a more diversified scientific activity on its 11th year, scheduled on April 19-21, 2011 at the Dubai International Convention & Exhibition Centre. It will be held in conjunction with the 12th Pan Arab League of Dermatology Conference.

Dubai Derma is a unique annual event dedicated to practitioners, specialists, manufacturers and distributors in the field of dermatology, skin care and lasers under the motto: "Skin Health is our Concern". It is the pioneer and the leading event of its kind in the Gulf & the Middle East region held under the patronage of H. H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of Dubai Health Authority.

The event is organised by Index Conferences & Exhibitions Org. Est., a member of Index Holding in collaboration with the Dubai Health Authority and the International Academy of Medical Specialization with the support of Health Management.

Mr. Abdul Salam Al Madani, Executive Chairman of Dubai Derma stated that "More than 5000 dermatologists, specialists, surgeons, manufacturers and distributors in the field of dermatology, skin care and lasers from the United States, Europe, Australia, Asia and Middle East are expected to converge at Dubai Derma 2011 to source cutting edge products from over 500 brands, network with peers and explore business opportunities."

Scientific Activities

A four day pre-conference course will be held from the 15th to 18th of April 2011. Eight specialized sessions in Advanced Therapeutics, Basic and Clinical Review of Phototherapy and Laser, Clinical Dermatology, Connective Tissue Diseases, Cutaneous Manifestation of Chemotherapy, Dermatopathology, Invisible Dermatoses and Panniculitis. The objective of the course is to prepare delegates for the Arab-Board of Dermatology Exam which is why a Mock Exam – MCQs, a Clinical Grilling Session, Dermasurgery for the Boards and and Pre-board Clinicopathologic Slide Show: Clues to Reach a Diagnosis are integrated in the course.

Dubai Derma conference presents excellent opportunities for continuing medical education through its internationally accredited scientific programs and courses. The conference runs from the 19th – 21st of April, with workshops and lectures presented by renowned international and regional speakers. The International Academy of Medical Speciality – IAMS oversees the scientific activities.

Prof. Ibrahim Galadari, Chairman of Dubai Derma 2011 Conference announced the sessions that will be highlighted in this year's three day event as follows:

- Updates in Medical Dermatology
- Facial Augmentation Course
- Academic Dermatology Forum
- Plastic Surgery Symposium
- Cosmetic Dermatology: 2011 Best Practices

Dr. Galadari also confirmed that two prominent speakers from USA will present at Dubai Derma 2011 as follows:

- Prof. Jouni Uitto, Director of Jefferson Institute of Molecular Medicine in Philadelphia, USA who is a renowned Dermatologist and an established authority in the field of connective tissue biology.

- Dr. Heidi Waldorf, Director of Laser and Cosmetic Dermatology - Mount Sinai Hospital & Associate Clinical Professor - Mount Sinai School of Medicine in New York, USA who is a respected expert in the field of dermatology including skin rejuvenation and laser technology, as well as skin cancer prevention and treatment.

"Meet the Experts" is an innovative workshop on Fillers and Mesotherapy that will take place on the 19th to 21st of April. A panel of highly regarded dermatologists and experts will convene to discuss interesting cases, innovations, trend and techniques in the field of cosmetic dermatology. Hands-on Courses will give participants the opportunity for an in-depth exposure to specific techniques and topics on Fillers, Botox and Mesotherapy. Continuing medical educational hours will be granted as part of attending this enormous event.

Exhibition

In addition to the excellent educational opportunities, a specialised exhibition held in conjunction with the conference, provides an avenue for business entities in the industry to showcase and promote the most up-to-date equipment, machine and product.

Mr. Abdul Salam Al Madani, Executive Chairman of Dubai Derma affirmed that more than 75 % of the exhibition space has been booked and several companies from the Middle East and abroad are keen to have their representation in Dubai Derma.

Asia Medical 2011 – Brought to you by Malaysian Exhibition Services

ASIA+Medical2011
The Asia International Medical Supplies, Equipment and Technology Exhibition & Conference

In line with Malaysia's Vision 2020, Malaysian Exhibition Services (MES) will bring you Asia Medical 2011, the Asian international Medical Supplies, Equipment and Technology Exhibition & Conference to be held on the 11-13 October 2011 at Putra World Trade Centre, Kuala Lumpur Malaysia. The three day trade event will seek to provide a professional platform for the world medical equipment and devices community to target and do business with the rapidly expanding Malaysian health care sector.

Over the years, Malaysia's GDP in healthcare has been increasing since 2005 with the aim to be developed in the medical technology industry in coming years. The demand for healthcare is said to increase next year onwards as illnesses continues to escalate in developed countries. With that, the Malaysian Government aspires to contribute USD10.4 billion to GNI by the year 2010 in 12 different National Key Economic Areas (NKEA) which includes healthcare as one of the key areas by the year 2020 (according to the Economic Transformation Programme).

Asia Medical will look to attract 250 exhibitors and 7,000 visitors from the medical community from across the globe. Together with Singapore based International Expo Management (IEM) and London based Overseas Exhibition Services (OES), Asia Medical will be promoted throughout many different establishments including public hospitals, private hospitals, medical centers and clinics in different regions.

Recognising the need for a quality international exhibition and conference to supplement this dynamic industry growth, the organisers are delighted to share that Asia Medical enjoys the full support and backing from the Malaysian Ministry of Health (MOH). "This event will provide opportunities for potential business and market access of products and services related to health", said Tan Sri Dato' Seri Dr. Hj. Mohamad Ismail bin Merican, Director General of Health Malaysia.

The show will be accompanied by a highly strategic conference with Asia Medical's knowledge partner, Frost and Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and CEO's Growth Team with disciplines research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and investment community from 40 offices on six continents.

About the Organiser

Through steady organic growth and a commitment to the highest quality, Malaysian Exhibition Services (MES) have emerged as the market leaders here in Malaysia with a quality portfolio of focused trade only events that continue to service key sectors within the local economy. Some of MES success stories include Oil and Gas Asia (OGA), Metal Asia (MTA), Industrial Automation (IA), Asean Elenex (AE) and Food and Hotel Malaysia (FHM). MES can combine local knowledge with international coverage through our membership of the Allworld Exhibition Alliance which allows us to tap into a global marketing and sales agency network.

For more information, kindly visit www.asiamedical.org today!

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Medical Fair India 2011 to be held in New Delhi

MEDICAL FAIR INDIA

The next staging of MEDICAL FAIR INDIA, 17th International Exhibition & Conference on Diagnostic, Medical Equipment & Technology, will take place from March 25 - 27, 2011 at the Pragati Maidan Exhibition Center in New Delhi (the 2010 staging took part in Mumbai).

The event will be organized by Messe Düsseldorf and its subsidiary Messe Düsseldorf India Pvt. Ltd. Messe Düsseldorf is renowned as the organizer of MEDICA – the world's leading international medical trade fair, held annually in Düsseldorf, Germany.

With about 235 exhibitors from 14 countries and 5,600 trade visitors, MEDICAL FAIR INDIA is India's leading event for decision makers (almost 90% of the trade visitors are involved in investment decisions and 70% have decision-making authority) and provides an ideal platform for foreign companies to present their products in this lucrative market.

Healthcare in India is in a state of enormous transition: increased income for the middle classes, health consciousness among the majority of the classes, price liberalizations, reduction in bureaucracy and the introduction of private healthcare financing.

Domestic healthcare spending is predicted to rise annually by double digits. The medical equipment market has naturally followed suit. While the domestic market has been keeping up with demand in particular for low-technology medical equipment and devices, the demand for hi-tech products is close to 80% of the overall medical market in India, which can only be met by imports.

Exhibitors at MEDICAL FAIR INDIA 2011 will showcase the latest products and technologies in the following exhibit categories: medical equipment, hospital supplies, surgical items, medical disposables, rehabilitation equipment, diagnostics, radiology and imaging equipment, physiotherapy equipment, critical care and emergency equipment as well as disinfection, hospital furniture and medical software.

The exhibits will be complemented by a two-day conference program.

For further information on visiting or exhibiting at MEDICAL FAIR INDIA 2011 visit www.medicalfair-india.com.

Focus on: The Medical Market in South Korea

South Korea is the 4th Asian economy after Japan, China and India, and the 13th in the world. Its location in north-eastern Asia, a region accounting for a quarter of world GDP, makes it a dynamic marketplace supported by technologically advanced infrastructures, globally high purchasing power and government policies fostering cultural and economic modernization. The Korean city of Yeosu hosting the International Exposition in 2012 and the country's chair of the G20 Summit in November 2010 confirms the leading position of Korea on the international economic scenario.

The effects of the global crisis in 2009 did not weigh on the Korean economy as they did in other countries, although it particularly hit Korean exports, that contribute 50% of GDP, with China alone accounting for a third of the total. OECD reports that South Korean GDP grew by 7% in the second quarter of 2010 as compared to the same period of 2009, while the IMF forecasts 5.8% growth for the whole 2010. Globally considered, therefore, South Korea faced the crisis well, with 0.2% growth in 2009 which kept it technically out of recession and made it one of the first OECD countries to show recovery signs.

Korean economy relies heavily on foreign trade and is mainly composed of two sectors, one export-oriented including big companies in consumer electronics, automotive, ship building, steel and petrochemical industry, and one oriented towards domestic market and services where demand is contracting after the crisis. In fact, as the internal market of 48 million inhabitants is too small to sustain the economy in periods of crisis, it was targeted by government measures including funds for banks, small and medium enterprises, unemployed persons and lower-income households, plus tax reduction and stimulus packages for a total expenditure of about 5% of GDP. Renewable energy and new technologies including bio-industry are main sectors targeted by government incentives.

Among the government projects investing in Korean territorial development, the "Green New Deal" was established in 2009, aiming at creating about a million new jobs through refurbishing interventions on the main four rivers in the country, with an investment of USD 38 billion by 2012. According to the Korea Times, however, the environmental effects of the project are still under dispute.

South Korea is the fourth OECD country for R&D expenditure, with 3.5% of GDP allocated for this sector. The budget for 2010 approximates USD 11 billion (4.7% of GDP), after an average growth rate of 11% in R&D funding in the last five years. Biotechnologies, environment and renewable energies are enjoying higher investments in the framework of an effort to bring South Korea at the forefront in technological innovation and research. ICT is another core sector of Korean economy, supported by a capillary diffusion of mobile telephones (93% of population) and broadband connections (96% of internet accesses).

As regards foreign trade, South Korea is one of the main exporting countries in the world, recording a trade surplus of USD 41 billion that even if decreasing on the annual basis, surpassed Japan for the first time. The drop in exports was about 14% in 2009 (USD 363 billion), but the first semester of 2010 saw a new increase of 34% (USD 221 billion). Imports, on the other hand, fell 25.8% in 2009 with USD 323 billion, but rose again in the first half of 2010 by 40.3% with USD 203 billion. South Korea mainly imports from China, Japan, USA, Saudi Arabia, and in Europe from Germany, France and Netherlands.

The protagonists of Korean exports are mainly corporations (known as "chaebol") such as Hyundai, Samsung, LG and SK. Samsung alone accounts for a quarter of the total revenue of South Korean enterprises. Such predominance of external trade in the composition of GDP, on the other hand, makes South Korea exposed to risk of severe contraction if any of the big players collapses, and leaves small and medium enterprises out from growth. However, while exports led South Korea out of the crisis last year, domestic consumption is expected to add a substantial contribution to economic growth for the next year, after having increased by 0.2% in 2009 and by 0.8% in the first half of 2010, boosted by stable currency and prices. Unemployment rate also was stable in 2009, remaining at 3.6% against average OECD rates around 8.6%. A negative note is the growing gap between the different income levels, as the middle income class is diminishing (66.7% in 2009 against 70% in 2003), while lower income group rose from 11.2% to 13% and higher income group from 18.3% to 20.2%.

Korean investments abroad were USD 19 billion in 2009, but they fell to USD 7 billion in the first half of 2010.

The second trade partner of South Korea after China is the European Union, whose enterprises are the main foreign investors in the country, while South Korea is the EU's eighth largest trade partner. In 2009, trade between South Korea and EU were valued at over USD 78 billion.

Facts & Figures (Year: 2009)

Official name:	Republic of Korea
Capital:	Seoul
Population:	49,770,000
Language:	Korean
Currency:	Won
GDP:	USD 832.9 billion
Real GDP growth:	0.2%
Per Capita Income:	USD 17,175
Export:	USD 364 billion
Import:	USD 323 billion
Unemployment Rate:	3.6%
Public Debt:	USD 319,4 billion (35.6% GDP)
Foreign Reserve:	USD 270 billion
Member of:	APEC, EBRD, OECD, UN

Source: Bank of Korea

On October 6th, 2010, a Free Trade Agreement was signed between the EU and South Korea, with provisional application planned to start from July 1st, 2011, that according to the European Commission "will remove virtually all import duties between the two economies as well as many non-tariff barriers". 98.7% of duties in trade value for industrial and agricultural product will be removed within 5 years from the entry of force of the FTA, which is also expected to support advances in intellectual property, procurement, competition and sustainable development. Korea had already signed a FTA with the United States in 2007 and with ASEAN in June 2009 and more are underway with Canada, Mexico, GCC, Australia, New Zealand and Peru.

Currently, obstacles to foreign participation in the Korean economy are the insufficient degree of transparency of the fiscal policy, a certain diffidence towards foreign activities and production costs related to sites and workforce, which is very qualified and requires high wages. Currently, there are 16,000 foreign companies operating in South Korea. Foreign direct investment in 2009 remained quite stable with USD 11.48 billion and foreign reserves returned to the record level of USD 273.6 at the beginning of 2010.

Healthcare

According to the Ministry of Health and Welfare, Korean population is ageing fast, with 11% of inhabitants aged over 65. The World Health Organization recognizes that public health in South Korea scored significant results in terms of life expectancy (79 years) and infant mortality. However, the ageing population, low fertility rates and inequity in income distribution are among the main factors challenging the Korean health system. The government is focusing on the enhancement of the National Health Insurance coverage and on the improvement of the existing health care delivery system in order to face such challenges.

Health Financing

About 55% of Korean health expenditure comes from public funding, but the rising healthcare deficit obliged the government to cut costs in recent years. The demand for medical services has been growing especially after the National Health Insurance scheme was implemented in 1989. The programme covers 96% of the population (2008 estimate), which means about 48 million people. A complementary programme called "Medical Aid" covers other beneficiaries. The NHI covers both employees and self-employed persons, as well as public sector workers. It is financed by the insured and their employers and by government funds. Contributions for employed people are calculated on the basis of monthly wages and paid half by the employees and half by the employers, while the self-employed pay their contributions mainly on the basis of their income and goods, calculated per household unit. Government funds and the National Health Promotion Fund support about 20% of the expected yearly insurance premium.

The market for medical devices

The Korea Medical Devices Industry Association (KMDIA) states that the Korean medical devices market was worth 3.64 trillion won (about USD 3.28 billion) in 2009, increasing by 0.7% from 2008.
In the last five years (2004-2009), the market average annual growth rate was estimated at 9.7%, accounting for the sustained growth of the Korean medical devices industry. Even the number of medical device manufacturers increased at an average 3.2% per year during this period, with about 30% of them being also importers with an average growth rate of 6.2% over 2004-2009.

Health Resources (Year 2008)

Doctors (including traditional medicine doctors)	112,486
Physicians	95,013
Dentists	23,912
Pharmacists	58,363
Nurses	246,837
Hospitals with 30 or more beds (including dental)	2,240

Source: WHO

Qualified Medical Specialists by specialty (Year 2007)

Internal medicine	9,385
General surgery	4,659
Orthopaedics surgery	4,031
Neuro-surgery	1,744
Chest surgery	830
Plastic surgery	1,248
Anaesthesia	2,727
Obstetrics	4,949
Pediatrics	4,403
Ophthalmology	2,154
E.N.T	2,671
Dermatology	1,416
Urology	1,796
Pathology	569
Tuberculosis	101
Rehabilitation medicine	897
Preventive medicine	430
Diagnostic radiology	589
Therapeutic radiology	169
Neurology	936
Psychiatry	1,854
Family medicine	3,674
Occupational medicine	117
Nuclear medicine	33
Emergency medicine	407
Total*	54, 328

Source: Ministry of Health and Welfare / KMDIA

Korean medical devices industry outlook in 2009

	Value (trillion won)	% growth
Production	2.76 (USD 2.49 billion)	9.5
Export	1.52 (USD 1.37 billion)	21.7
Import	2.4 (USD 2.1 billion)	2.5
	Number	% growth
Manufacturers	1,754	1.6
Importers	518	0.7

Source: KMDIA (USD estimate excl.)

Top 20 produced items in 2009

The top 20 produced items in 2009 accounted for 65.19% (1.8 trillion won) of the 441 medical devices produced (2.76 trillion won) in 2009

Item	Manufacturers (no.)	Export Value (million USD)	% ratio
Ultrasonic imaging systems	5	286.7	19.0
Dental precious metal alloys	39	254.0	8.3
Dental implants	28	179.1	6.2
Sight corrective ophthalmic lenses	34	167.6	4.3
Heator medical use by personal	23	131.4	4.2
Medical image processing units	36	77.7	4.0
Soft contact lenses	30	72.3	3.0
Probes for medical use	11	70.4	2.8
Digital X-ray imaging systems	11	68.9	
Combinational stimulators for			2.7
medical use by personal	82	68.8	
Syringes for general use	16	64.5	2.7
Laser surgical apparatus	43	58.2	2.4
Computed tomography X-ray			2.2
systems	5	53.7	2.2
Dental units and chairs	10	46.6	1.8
Spinal interlaminal fixation orthoses	17	39.1	1.7
Blood glucose strips	8	35.5	1.6
Intravascular administration sets	12	33.9	1.5
Hospital beds	24	33.5	1.3
Splints	60	31.7	1.1
Hearing aids	28	28.4	1.0
Total:		1,802	74.1%

Source: KMDIA

Top 20 exported items in 2009

According to KMDIA, the top 20 exported items in 2009 accounted for 74.08% ($881.6 million) of the 307 medical devices exported ($1.2 billion) in 2009.

Item	Exporters (no.)	Export Value (million USD)	% ratio
Ultrasonic imaging systems	5	226.3	19.0
Heator medical use by personal	6	99.3	8.3
Sight corrective ophthalmic lenses	16	74.2	6.2
Blood glucose strip	10	50.6	4.3
Probes for medical use	7	50.2	4.2
Soft contact lenses	24	47.5	4.0
Dental implants	12	35.8	3.0
Combinational stimulators for medical use by personal	25	33.3	2.8
Computed tomography X-ray systems	4	32.0	2.7
Digital X-ray imaging systems	7	32.0	2.7
Laser surgical apparatus	28	28.1	2.4
Medical image processing units	15	26.4	2.2
Syringes for general use	13	26.0	2.2
Handpieces	8	21.4	1.8
Graft-prostheses	3	20.8	1.7
Ophthalmic refractometers	5	19.1	1.6
Stents	4	18.2	1.5
Condoms	3	15.0	1.3
Patient monitors	11	13.1	1.1
Spinal internal fixation system	12	12.5	1.0
Total:		881.6	74.1%

Source: KMDIA

According to the US Commercial Service, Korea has a large number of local medical device manufacturers but domestic production mainly supplies low to medium technology equipment and products, while the demand for high-tech, advanced devices is principally met by imports. The increasingly ageing population accounts for the growth of all segments related to treatments and procedures for elderly patients, but as the living standards improve the demand for better health services has been spreading to all levels and patients expect high quality of healthcare. Moreover, as many Korean doctors train in the US and in Europe, they tend to rely on imported medical equipment once practicing.

Medical tourism is one of the fastest developing sectors, with over 60,000 foreign patients receiving medical treatment in Korea in 2009 for a total spending of about USD 50 million, with an average expenditure of 940,000 won per capita, about USD 840, according to the Korea Herald (April 2010). Such figures doubled the totals registered in 2008 (27,480 foreign medical visitors). Most of patients came from the United States (32.6%) and Japan (30.3%), followed by China (11%), Russia (4.1%), Canada (2.3%), Mongolia (2%) and Middle East (1.4%). The preferred services were health checkups and aesthetic treatments such as skincare and plastic surgery.

Seoul is the heart of the medical industry, where most of the hospitals and universities are situated and where it is easiest to find local representatives and distributors. As Korea is a relatively small country, often a single exclusive distributor can cover the market efficiently. The potential of web advertising is especially great in a country where most of the people are connected to the Internet and not only the younger consumers depend on the net for being up-to-date with market novelties and make their purchases.

The FTA with European Union will improve market conditions as far as medical devices are concerned, helping the government introduce more transparency in pricing and reimbursement and a better equality for foreign manufacturers in comparison with the tendency to favour the local ones.

In August 2009 the two provincial cities of Osong and Daegu were chosen by the Korean government for the development of high-tech medical-industrial clusters to promote the medical equipment sector, R&D and healthcare services. The two clusters will receive about USD 7.8 billion until 2038 and become the new Korean medical hubs, creating 382,000 new jobs from 2013. Among the facilities planned to be constructed in the medical clusters there are centres for Drug and Medical Device Development, Clinical Trial, Laboratory and Bio Resource, Clinical Trial Materials Manufacturing and Venture Research.

Top 20 imported items in 2009

The top 20 imported items in 2009 accounted for 41.85% ($786.5 million) of the 688 medical devices imported ($1.88 billion) in 2009.

Item	Importers (no.)	Production Value (billion won)	% ratio
Stents	26	93.0	10.4
Knee joint prostheses	13	66.9	9.2
Soft contact lenses	12	60.1	6.5
Computed tomography X-ray system	14	55.0	6.1
Dialyzer for hemodialysis	12	47.2	4.7
MRI system	6	44.6	2.8
Accelerator system collimator electron applicators	5	42.1	2.6
Sight corrective ophthalmic lens	33	41.5	2.5
Staples for medical use	14	35.8	2.5
Surgical instruments	55	31.9	2.5
Ultrasonic imaging system	23	31.1	2.3
Hip prostheses	16	30.0	2.1
Dental implants	35	29.7	1.9
PET systems	4	29.0	1.7
Spinal internal fixation systems	21	27.8	1.4
Intraocular lenses	14	27.4	1.3
Probes for medical use	74	25.4	1.2
Trocars	39	23.9	1.2
Wound dressing prostheses	44	23.0	1.1
Angiographic X-ray system	3	20.9	1.0
Total:		786.5	65.2

Source: KMDIA

Registration of medical devices in Korea is ruled by the Medical Devices Act under the Korea Food and Drug Administration (KFDA). As for the EU, there are four classes of medical devices: Class I, II, III and IV based on classification specified in KFDA Notification 2000-37. If the company hasn't got any local office, it must appoint a Third Party License Holder to submit the registration. The quality system standards are the Korean Good Manufacturing Practice (KGMP) and Korean Good Import Practice (KGIP). All medical device importers or Third Party License Holders must comply with KGIP. Manufacturers with ISO 13485 certificate can supply it to their Third Party License Holder in Korea as proof of compliance with KGMP requirements.

Sources:

Invest Korea: www.investkorea.org
Korea Health Industry Development Institute: http://eng.khidi.or.kr/index.jsp
OECD – Organization for Economic Co-operation and Development: www.oecd.org
ICE – Institute for Foreign Trade: www.ice.gov.it
Korea International Trade Association: http://global.kita.net
European Commission/Trade: http://trade.ec.europa.eu
World Health Organization: www.wpro.who.int
Korea Medical Devices Industry Association: http://eng.kmdia.or.kr
www.softlandingkorea.com

Useful contacts:

Korea Importers Association
KOIMA Bldg. Hankangro 2-ka, Yongsan-ku
Seoul, 140-875
Republic of Korea
Tel: +82 2 792 1581-4 // +82 2 792 1581-4
E-mail : koima@koima.or.kr
Website: www.koima.or.kr

Korea Food & Drug Administration
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Website (english): http://eng.kfda.go.kr

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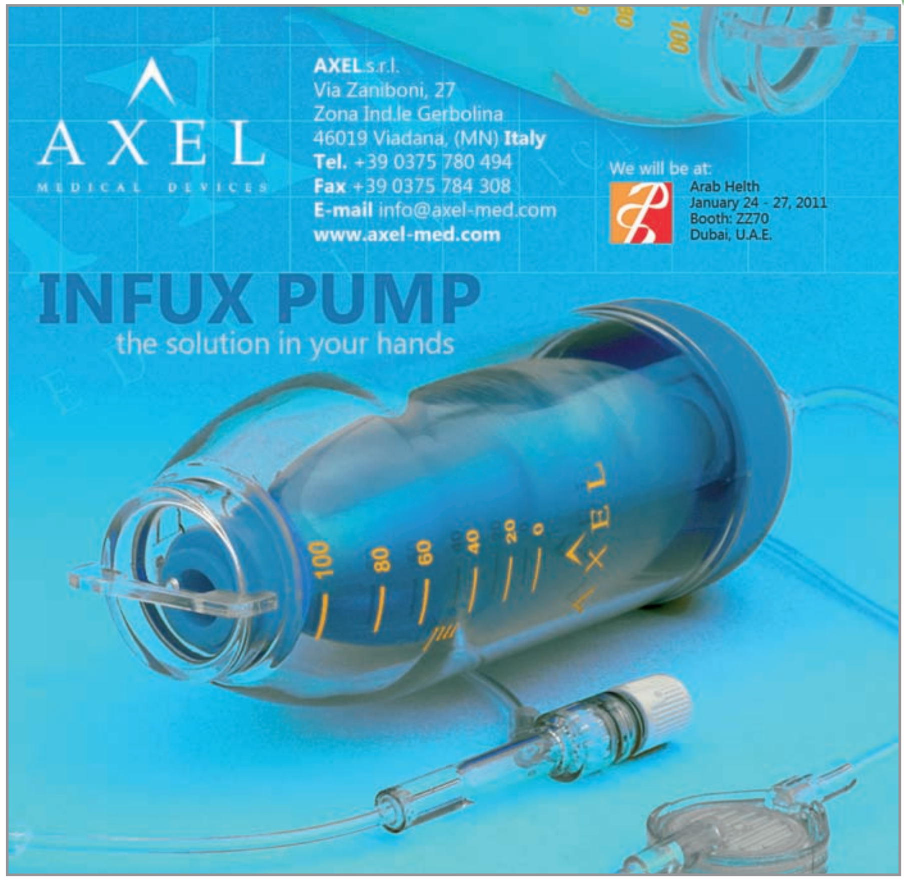

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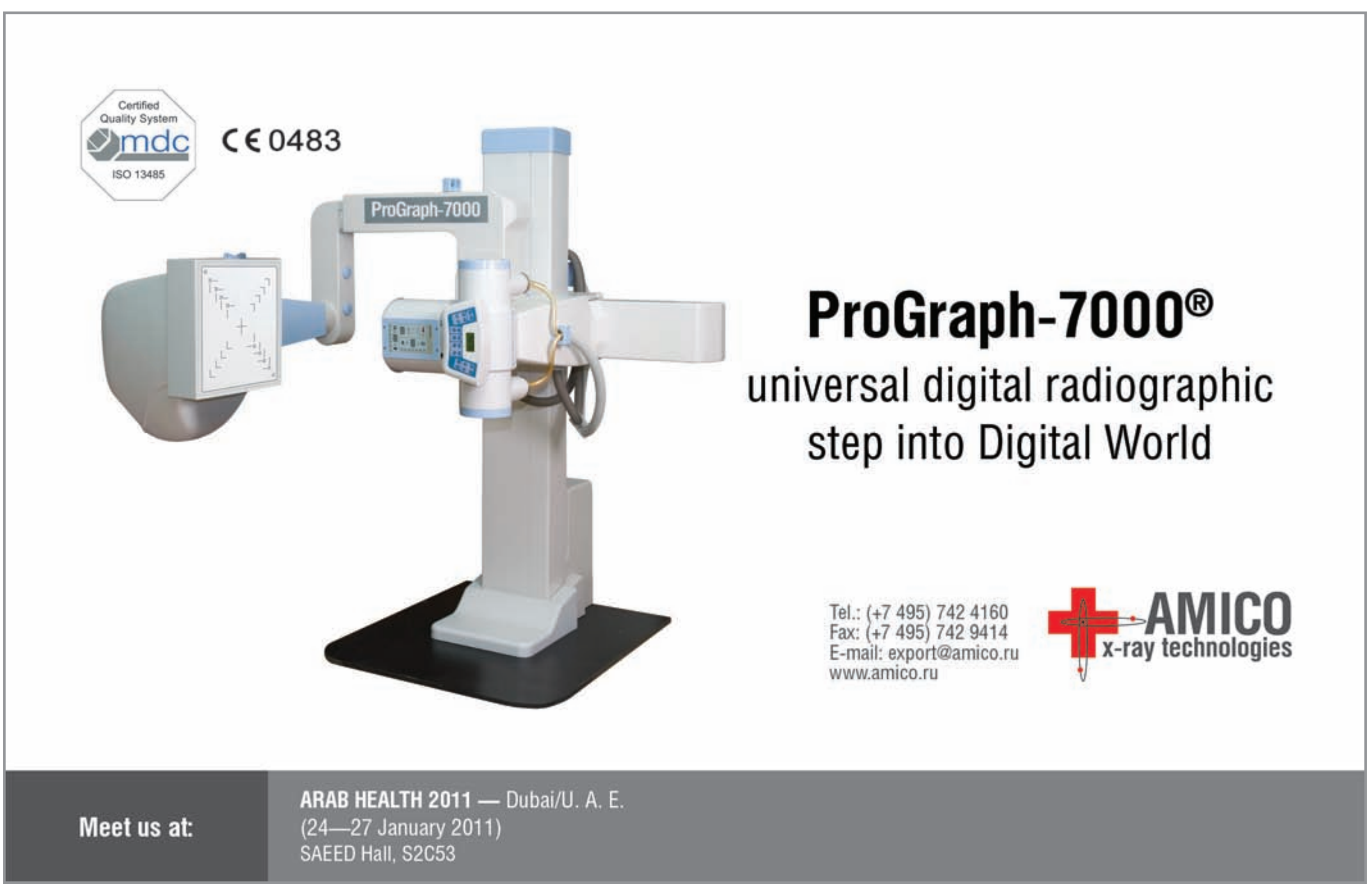

Medical Devices Regulation in South Korea

The Korea Food and Drug Administration (KFDA) is the agency regulating medical devices in South Korea according to the provisions contained in the Medical Devices Act passed by Korea's National Assembly in 2003. Before a medical devices can be manufactured, imported or sold in the Korean market it must be registered with KFDA. As Korean law requires foreign manufacturers to have a local office in Korea in order to directly submit device registration application to the KFDA, companies with no Korean-based subsidiary must appoint a Third Party License Holder to apply for registration, who must possess a Device Business License (DBL). If the manufacturer has a Korean office it can act as license holder and obtain the DBL.

The manufacturer can also appoint a local importer or distributor as Third Party License holder. Besides the Device Business License, a medical device must obtain the Korean Good Manufacturing Practice certification (KGMP) which is valid for 3 years, and the Product License. Both the Device Business License and Product License do not expire.

All imported medical devices must possess a Free Sale Certificate or Certificate to Foreign Government from the regulatory body in the manufacturer's country in order to be registered in Korea. The Certificate should include brand names and model numbers of all products requiring approval and it has to be presented in original, updated version even for minor alterations in the products. Korean Customs use the registry of model numbers of approved devices to clear import shipments. Documentation to be submitted for registration must be in Korean.

For the purpose of obtaining a Product License, the classification of the medical device is relevant. Medical Devices are classified according to KFDA Notification 2000-37 in four risk-based classes similar to the European classification system: Class I (lowest risk), II, III and IV (highest risk). According to the Class, the device may require a pre-market notification (Class I), or pre-market approval for Class II to IV.

For Class I devices the Product License only requires a standard notification to be submitted to a KFDA District Office with the following information:

· Device classification
· Sale Certificate or Certificate to Foreign Government
· Information on: local importer, foreign manufacturer, device trade, product and classification name, raw materials, manufacturing and finished product specifications, dimensional drawings, instructions and precautions, packaging unit and labeling (to be entered in "Form 5").

Upon receiving the notification, the KFDA issues a Certificate of Product Notification that does not expire.

In order to get a Product License, Class II to IV devices require pre-market approval, which includes a Technical File Review, Safety and Effectiveness Review (SER) for devices that differ from previously approved ones, and Type Testing. The whole process takes one to two months. The Technical File Review requires submission of "Form 7" (Medical Device Technical Documents Review Request) including information on local importer, foreign manufacturer, product, model and classification names of the device, physical description, specifications on manufacturing, effectiveness and purpose of use instruction and precautions, packaging units, storage and validity, labeling. Attached to the form supporting documents on clinical trials, literature, physical and chemical characteristics, electrical and biological safety and product performance must be provided. If the device presents new features or developments, KFDA may require a Safety and Efficacy Review (SER) providing details on these features, stability reports, comparative analysis with similar devices already approved and particularly the clinical study report. This report is not so relevant, instead, if foreign clinical data to prove the safety and efficacy of the device appeared in a publication listed in the Science Citation Index, or the foreign regulatory authority accepted the clinical report in the approval procedure, provided that documentation of such acceptance is attached. Approval of the technical file by the KFDA usually takes 2 to 3 months.

When it comes to type testing, differently from the technical file review, it is not conducted by the KFDA, but rather from third-party labs such as the Korea Testing Laboratory and other Korean laboratories authorized by KFDA to perform "type testing" on medical devices. Each laboratory can test only a limited range of devices so the specific laboratory of interest must be selected according to the device to be tested.

Technical file (or its draft if not yet approved) and samples are to be submitted to the laboratory, and the process takes 1 to 3 months. Once test is completed, a certificate of compliance is issued. In alternative to domestic laboratories test, equivalent foreign test reports can be validated if they meet the required standards. They usually include biological safety, electrical safety and performance reports. After the technical file review and type testing, the approved technical file and certificate of compliance have to be submitted to KFDA together with the Free Sale Certificate from manufacturer's country of origin and a list of applicant's facilities in Korea, then the KFDA issues the Product License.

Once the Product License is obtained, it can be submitted to get KGMP certification. A third-party inspection organization assists the KFDA in the inspection process (about one month from the application).

While Product License differs according to the device's class, Device Business License and KGMP certification are the same for all four classes. If the manufacturer has no local office in Korea, only the importer is subject to inspection but the manufacturer must still provide documentation proving the compliance with KGMP quality system, which is close to ISO 13485:2003 requirements. Most manufacturers in fact provide their ISO 13485 certificate to their Third Party License Holder in Korea as proof of compliance with KGMP requirements, or an ISO 9001 certificate in the case of Class I non-sterile device manufacturers.
KGMP is mandatory for all importers of medical devices and Third Party License Holders, thus placing a relevant responsibility for quality system compliance on the importer rather than the manufacturer. The manufacturer with a local office in South Korea or the importer must also comply with Korean Good Import Practice (KGIP). KGIP and KGMP certificates are valid for 3 years.

After having obtained Product License, Device Business License, and KGMP Certification a device can be marketed in Korea, but there are further regulatory processes to be carried out including obtaining reimbursement from Korea's national health insurance system and coordinating post-market surveillance. Since the Korean regulatory system requires communication with officials at many levels, and many Korean officials do not understand English, the role of the Korean importer or representative is crucial, both for submission of documents and for consultation. It is therefore particularly important to carefully select the importer or distributor if the company has not the intention to set up a local sales office.

Sources:
Korea Food and Drug Administration – www.kfda.com
Pacific Bridge Medical – www.pacificbridgemedical.com
Emergo Group – www.emergogroup.com

Fax: +39 049 5996820
E-mail: info@latino-cultus.com
Website: www.latino-cultus.com

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Certification of Medical Devices in Australia

The Therapeutic Goods Administration (TGA) is responsible for certification and approval of medical devices in Australia. The regulatory framework is based on Global Harmonization Task Force (GHTF) and European Community guidelines and uses a risk-based classification system.

TGA assesses a prescribed list of manufacturers, including all those based in Australia, and for others, uses trusted third parties based overseas. In order to import, manufacture, distribute & sell medical devices in Australia a company must apply to have its device included into the Australian Register of Therapeutic Goods (ARTG) by providing certifications required by the TGA, such as Conformity Assessment Evidence (indicating that a manufacturer has been assessed and has the appropriate quality management system in place to manufacture the medical device) and a design dossier for class III and active implantable medical devices. Class III devices which contain a medicine, human blood or plasma, or material of animal, microbial or recombinant origin are assessed by TGA as regards the manufacturer's quality management system, possibly including an onsite audit in addition to reviewing the technical documentation.

The Conformity Assessment Body will assess the design dossier associated with the device and, if appropriate, issue certification. Copies of the certificates issued must be provided to the TGA for all medical devices, except for Class I medical devices. Certificates valid as conformity assessment evidence include the TGA Conformity Assessment Certificate, the certificates of conformity issued under the Australia-European Community (EC) Mutual Recognition Agreement (MRA), EC certificates issued by an European Union (EU) Notified Body.
For certifications carried out by overseas notified Bodies, the sponsor or manufacturer may be requested to provide the TGA with a copy of the Declaration of Conformity to Australian regulatory requirements.

This additional certification, provided by the manufacturer, declares that the device complies with the Therapeutic Goods Act and Medical Device Regulations, namely applicable provisions of the essential principles, classification rules and conformity assessment procedures. The sponsor must certify that the device complies with the essential principles for safety and performance and the appropriate conformity assessment procedures have been applied to the device, and that the person can provide information to substantiate these certifications or obtain it from the manufacturer within a certain period of time.

For more information on Australian Medical Devices regulation please contact:

Therapeutic Goods Administration
Office of Devices, Blood & Tissues, TGA
PO Box 100
Woden ACT 2606, Australia
Fax: +61 2 6232 8785
E-mail: cab.medical.device.information@tga.gov.au
Website: www.tga.gov.au

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Continues on page 37

Medical Devices Registration in the UAE

All Medical Devices marketed in the UAE must be registered with the Ministry of Health, who provides the Medical Device Registration Guideline. The Drug Control Department (DCD) is responsible for Medical Device Regulation in the UAE. It is usually not difficult for devices that already obtained approval from recognized regulatory authorities such as US FDA, EU, Australian TGA, Canadian TPP or Japanese MLHW to enter the UAE market, if original authenticated documents attesting approval of the medical devices can be provided. Medical devices are classified into 4 classes: Class I (low risk), IIa and IIb (medium risk) or III (high risk), according to the European Union classification rules.

Companies wishing to export medical equipment to the UAE must appoint a local representative licensed by the Ministry of Health, through a Representation Agreement that explicitly designates the representative to act and to be addressed on behalf of the manufacturer before the DCD, in all that concerns the manufacturer's legal obligations and responsibilities.
The distributor can be acting as the authorized representative, but import of Medical Devices through a distributor licensed from the MOH has to comply with a code of practice issued by the DCD. The manufacturer must indicate in the Representation Agreement that the importer is the appointed representative in the country. As such, the representative is exclusive distributor.

In order to register a medical device, the manufacture or its local authorized representative must apply for the Committee on Medical device registration at the Technical Section of the DCD, who after a short review will determine whether to exempt it from further evaluation or to request further documents to the applicant such as evidence of safety and effectiveness. If the application is approved, a registration ID will be assigned which is valid for 5 years except for the case of significant variations to the application data, or unless it must be canceled for safety reasons, trademark violations or incorrect documentation.

Once the Medical Device has been approved by the Committee on Medical Devices, the applicant will obtain a Registration certificate which allows import and sale of the registered medical device, as long as the applicant complies with the following post marketing requirements: maintaining distribution records, complaint handling and adverse incident reporting procedures and records, and having recall procedures in place should any defective medical device require removal from market or correction measures.

Documents required to be available in the registration file, as reported in the "List of closures required for MD Registration" set by the Ministry of Health, are:

a. Application Form

A standard form is available at the DCD. Each form is to be used for one medical device application. Information to be reported on the form includes device name, applicant's company name and full address, application date and place, indication for documentation submitted.

b.Declaration by Applicant

States that submitted documents and data are correct and accurate and that the manufacturer is fully responsible for the product and post market plan submitted for complain handling or recall, and will
comply with the requirements of the DCD after market placement. In alternative the notarized agreement documentation stating the appointment of the local authorized representative can be provided.

c. Manufacturer Certificates

- Copies of all certificates related to ISO certification of ISO 9001:2000 standards. The ISO 13485:2003 standard attested and authenticated.
- GMP original Certificate issued by the relevant health authorities at country of origin attested and authenticated.

d. Regulatory Approval

- Copies of all certificates, documentation and letters of regulatory approval/clearance to manufacture, sell, import and export the medical device.

e. Post-market Requirement

- Provide evidence of established procedures and systems for Distribution Records, Complaint Handling, Adverse Incident Reporting and Recall.

f. Product Information

- Device Description, Intended Use, Indications, Instructions of Use, Contraindications, Warnings, Precautions, Potential Adverse Events, Alternative Therapy, Device Labelling with a copy of the device label.
- Specifications of materials used in device manufacturing and packaging.

g. Declaration of Conformity

- Copies of certification and document certifying conformity to product standards, safety and effectiveness requirements and quality systems in design and manufacturing.
- Quality Plan
- Manufacturing Process

h. Status of Device Distribution

- Date of first introduction & use, list of countries where it is marketed and details of the regulatory status (e.g. marketing approval, product recall, product ban, etc.).
- A summary of the "mandatory" reported problems with the device since the introduction of the device in the market.

i. Safety and Effectiveness Data

- Risk Assessment comprising of risk analysis, evaluation and reduction measures.
- Detailed information on Safety and Effectiveness Studies, which includes pre-clinical and clinical studies, process validation studies, software validation studies where appropriate, and literature studies, with Summary of Studies, Conclusions drawn from those studies and Bibliography of published reports dealing with the device.
- Objective evidence on the biological safety of the device, if it contains animal or human tissue or their derivative.

j. Human and clinical data

- Peer-reviewed scientific literature dealing with the device, and the written report
- Results and Conclusions of Human Clinical Studies

k. Stability Studies

l. Quality Control lab requirements

- Specifications
- Analysis method
- Analysis requirements

m. Price certificate

- Ex- factory price
- CIF price
- Wholesaler price in country of origin
- Retail price in country of origin

Labelling Requirements

Any labelling artwork should be approved during the Registration process and any alteration leads to suspension of the registration approval. Information must be clearly understandable, typed in English and preferably Arabic, except for self testing IVD and Devices used by patients where information in Arabic is mandatory. Class I and II devices do not require instructions for use if they can be used safely without such instruction.

As listed in the MOH guideline, medical devices label must include:

a) The name and address of the manufacturer;

b) The identifier of the device, including the identifier of any medical device that is part of a system, test kit. Medical device group, medical device family device group family;

c) Where appropriate, the batch code;

d) Where appropriate, an indication that the device is for single use;

e) If the contents are not readily apparent, an indication of what the package contains expressed in terms appropriate to the device, such as the size net weight length volume or number of units ;

f) The expiry date of the device, if any, determined by the manufacturer on the basis of the component with the shortest projected useful life;

g) Unless self-evident to the intended user, the medical conditions, purpose and uses for which the device is manufactured, sold or represented, including the performance specifications of the device if those specifications are necessary for proper use;

h) The directions for use, unless directions are not required for the device to be used safely and effectively; the condition for transporting and storing the device /or handling conditions applicable to the device; any special operating instruction; any warning and/or precaution to take;

i) A medical device that is to be sold in a sterile condition shall be manufacturer and sterilized under appropriately controlled conditions, and the sterilization method used shall be validated. Declaration that the device is sterile should be in the form a label;

j) An indication of the time limit for implanting the device safely;

For further information contact:

Ministry of Health

Abu Dhabi:
P.O.Box 848 , Abu Dhabi, UAE.
Tel: +971 2 6330000

Dubai:
P. O. Box 1853, Dubai, UAE.
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Source: Ministry of Health: "UAE Medical Devices Registration Guideline" – www.moh.gov.ae

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Continues on pages 43

An Outlook on Iran

The Islamic Republic of Iran is located in the Middle East, with an area of Iran is 1,648,195Km2 and a population of over 73 million. Over 65% of the inhabitants live in urban areas, 9 million of which live in the capital, Tehran. The country has 30 provinces, 293 districts, 885 cities and about 68,000 villages.

Iranian economy is marked by strong state control with government planning economy policies and objectives. The state owns about 60% of the manufacturing enterprises and dominates the financial sector as well, despite privatization programmes were implemented from 2006. In 2008 some reforms were introduced to simplify the procedures to start a business in Iran and obtain construction permits, reduce taxes, protect investors as regards contracts enforcement and property rights and ease trading across borders. Since 2005 Iran has negotiated accession to WTO and in November 2009 it sent WTO members a summary of its trade policies to serve as basis for the negotiations. Iran relies abundantly on oil and gas exports, being the fourth oil producer in the world with about 10% of global oil reserves and holding the second proved reserves of gas in the world. Average GDP growth in the last decade was around 4.5%, reduced by the international crisis to 2-2.5% in 2008-2009. Oil accounts for 80% of Iranian exports and contributes for about the same share to the public expenditure. The main trade partner of Iran is China, followed by the European Union.

Healthcare Provision

Health status of the Iranian population was improved significantly in the last two decades according to WHO, after the First Master Health Plan during 1983-2000 focused on providing basic curative and preventive services for population groups in underdeveloped areas. Such an effort in primary care extension to rural Iran brought health indices to result more equal in the different regions of the country.

Healthcare in Iran is delivered through a network of primary care centers, secondary level hospitals in provincial capitals and tertiary hospitals in major cities. Basic services such as prenatal care and vaccination are provided free of charge in public facilities while secondary and tertiary care in provinces depends mainly on public provision, while in urban areas also on the private sector. Currently there are 830 hospital providing second and tertiary level health services. According to recent statistics there are about 120,000 hospital beds, 4,551 laboratories, 3,042 rehabilitation centres, 2,293 radiology and imaging centres and 7,601 pharmacies.

The Iranian healthcare system is integrated with medical education, ruled by a single Ministry (Ministry of Health and Medical Education) with medical universities acting as health authorities and at least one medical university in each province, in charge of public health care provision and education. This integration, implemented in 1986, is still controversial as opponents assume that it had a negative impact on medical education. Currently, there are 41 public medical universities, comprising 36 medical schools, 45 nursing and midwifery schools, 32 schools of public health, 13 dentistry schools, 10 pharmacy schools, 22 schools of paramedics, and 6 schools of rehabilitation sciences, but quality of education delivered is not uniform across the different institutions.

Access to healthcare services is also unequal, with less developed provinces experiencing lower health indices and a greater load of diseases, especially non-communicable and chronic diseases.

To face the uneven distribution of healthcare personnel across the country that privileges large urban areas on rural, poorer areas and smaller towns and villages, the Ministry of Health and Medical Education requires young physicians to work in underserved areas for a certain time as a compensation for the education they received, since medical public universities do not charge the students.

Despite the growing investment on healthcare by the Iranian government, a significant 55% of health expenditure still comes from out-of-pocket payments. Health insurance covers about 90% of the population, including the Social Security Organization for employed in the formal sector, which runs many clinics and hospitals in urban areas, the Medical Service Insurance Organization for government employees, students, and rural dwellers requiring copayment for services, the Military Personnel Insurance Organization and the Emdade-Emam Committee for poor uninsured people. Semi-public insurance companies provide policies to about 5% of the middle-class population to cover copayments for more expensive inpatient services. Over 8-10% of the population is not covered by any insurance scheme and has to pay directly.

Demographic indicators

		Year
Area in square kilometers	1,648,195	
Total population in thousands	73,650	2009
% Urban population out of total	71	2009
population		2006
% Population growth rate	1.6	
% Population below 15 years	25.1	2006
% Population 65 years and over	5.2	2006
Total fertility rate (R) per woman	1.8	2009

Source: WHO EMRO

Health Expenditure indicators (year: 2008)

GDP per capita at USD exchange rate	5,070
Total expenditure on health (per capita) Average USD exchange rate	300
Government expenditure on health (per capita) Average USD exchange rate	146
Total expenditure on health as % of GDP	6.3
General government expenditure on health as % of total health expenditure	45.7
Out-of-pocket expenditure as % of total health expenditure	51.7
General government expenditure on health as % of total government expenditure	4.7

Source: WHO EMRO

Human and physical resources indicators Rate (R) per 10 000 population (year: 2008)

Physicians	8.9 (2005)
Dentists	1.9
Pharmacists	2.1 (2005)
Nursing and midwifery	8.2
Hospital beds	13.8
Infrastructure - primary health care units and centres	3.1

Source: WHO EMRO

Coverage with primary health care services indicators (year: 2009)

Population with access to local health services, total (%)	99
Contraceptive prevalence (%)	59
Antenatal care coverage (%)	99 (2007)
Maternal care - births attended by skilled health personnel	99 (2007)

Source: WHO EMRO

Medical Devices Market

With one third of inhabitants aged less than 15 years old, 60% under 25 years and only about 5% over 65 years, Iran is one of the youngest countries in the world and enjoys a high number of medical professionals with good training. The development of the national health system has brought forward opportunities for companies interested in commercializing their products on the Iranian medical devices market and in cooperating with local industry and trade partners.

The Ministry of Health and Education is responsible for purchased made by public and private hospitals on the Iranian territory. The internal demand for medical equipment and supplies is met for almost 98% by imports as the domestic production, though supported by the government and quite diversified, does not satisfy the needs of the medical sector. Currently there are about 300 companies involved in the medical industry, mainly focusing on disposable items, dental and laboratory equipment and orthopaedic appliances. More advanced devices such as equipment used in radiology, electrocardiography, anaesthesia, dialysis, cardiovascular monitoring are often produced with imported components.

According to a recent report released by Espicom ("The Medical Device Market: Iran" - July 30th, 2010), Iranian medical imports were valued at USD 598 million in 2008 and are estimated at USD 702 million in 2010, although the market size per capita is reported to be as low as USD 9. Espicom forecasts an annual growth of 11% over the next five year, to lift the market size up to USD 1,2 billion by 2015, once again an increase that is not expected to be mirrored in per capita expenditure figures.

EU accounts for 66.5% of the imports, with Germany and UK leading. The main imported devices are diagnostic apparatuses, electrocardiographs and, although the presence of a local production, also syringes and needles, dental instruments and supplies and ophthalmology equipment.

Market consultants advise to appoint a local agent with thorough knowledge of the Iranian regulatory framework and sales system. US exporting firms in particular should check with OFAC, the Office of Foreign Assets Control (www.ustreas.gov/offices/enforcement/ofac) and U.S. Commerce Department's Bureau of Industry and Security (www.bis.doc.gov) for licensing requirements to export medical devices to Iran. The licensing procedure takes two to four months.

Useful contacts:

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Sources:
World Health Organization: www.emro.who.int
Ministry of Health and Medical Education: www.imed.ir
www.mddionline.com
www.espicom.com


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E-mail: bios@cyber.net.pk
Website: www.bios.com.pk
Contact person: Ms. Beenish Khan

Continues on page 47

Australian Medical Market

Basic Facts

Capital: Canberra
Surface area: 7,692 thousand sq km
Official language: English Governor-General HE Ms Quentin Bryce
Population: 22.0 million (2009)
Currency: A$ (Australian dollar)

Australian Economy in 2009

GDP (US$ billions) (current prices): 982.1
GDP PPP (US$ billions): 851.2
GDP per capita (US$): 44,895
GDP per capita at purchasing power parity (US$): 38,911
Real GDP growth (% change year-on-year): 1.4

Source: Department of Foreign Affairs and Trade

Overview

As one of the richest economies in the Asia-Pacific region, Australia enjoys a solid regulatory framework and financial environment that enabled it to resist the global economic slowdown with considerable strength. The Australian economy is focused on service industries contributing about 70% of its GDP.
Over 80% of Australians live within 100 kilometres of the coast. The south and east coasts in New South Wales, Victoria and Queensland concentrate about 3/4 of the economic activities, while the northern territories and wide inland areas, as well as Tasmania, are scarcely inhabited and offer beautiful wild landscapes and national parks and reserves.
Healthcare delivery in Australia is based on a universal public health system known as Medicare granting all Australian citizens access to free or rebated health services. Private sector plays a complementary role to public healthcare. Most remote rural communities are served by the Royal Flying Doctor Service providing primary care and emergency transport if necessary.
Australia's healthcare expenditure is approximately 9% of GDP, with about 70% funded by the Federal and State governments and 30% by private spending supported by the insurance system. Purchases of medical equipment mirror these shares, as 70% come from public hospitals and 30% from the private sector.

In April 2010, the Australian government announced it had reached an agreement with the States and Territories to implement a Health Reform which came into effect in July 2010. The agreement, reached by all jurisdictions except Western Australia, aims to establish a National Health and Hospitals Network (NHHN). The NHHN Agreement includes structural reforms and investments in hospital, primary and aged care services, and preventive care in mental health and diabetes health care. Moreover, the government announced further initiatives in support of practice nurses, primary care infrastructure and electronic health records, bringing the total new health investment over the next five years to $7.3 billion. The reform makes the Commonwealth "the majority funder of public hospitals by funding 60% of the efficient price of public hospital services delivered to public patients and also funding 60% of capital, research and training in public hospitals" (Australian Medical Association, 19 May 2010), by retaining one third of the Goods and Services Tax.

Among the sectors targeted by government investment starting from July 2010, there are:

- health workforce (USD 644 million) to deliver an additional 5,500 new or training GPs, 680 medical specialists and 5,400 pre-vocational GP program training places over the next 10 years
- emergency departments (USD 750 million)
- elective surgery (USD 800 million)
- sub acute hospital bed (USD 1,624 million)
- flexible hospital funding (USD 200 million)
- aged care (USD 739 million)
- diabetes management (USD 436 million)
- mental health (USD 174 million)
- eHealth (USD 467 million)
- general practice (USD 390 million)
- medicare Locals and after hours primary care (USD 417 million)

Medical Devices Industry and Market

In 2009, healthcare spending in Australia was about USD 98 billion (9% of GDP). Government funding for healthcare has been rising to face the demand coming from the rising incidences of chronic diseases and especially from the ageing population. This is an important factor influencing healthcare costs rise as the proportion of people over 65 (presently about 12%) is projected to rise to 18% by 2021 and to 25% by 2051. Such an increase will bring healthcare expenditure for patients over 65 to grow sevenfold in 40 years.
According to Frost & Sullivan estimates, the Australian medical devices market, valued at USD 2.3 billion in 2009, is expected to grow by 9% in the period 2009-2012 to reach USD 3 billion revenues by 2012. A relevant share of Australian demand for medical devices is met by imports, accounting for over 90%. Main suppliers are the US, Europe and Japan.

The Medical Technology Association of Australia describes the Australian medical industry as mainly composed of small-to medium-sized manufacturers often focused on niche products, distributors and subsidiaries of global companies, plus a few big Australian-based companies. Export revenues totaled USD 1.3 billion in 2007-2008 (while imports were USD 2.48 billion) and USD 1.6 billion in 2008-2009. In 2009 Australia recorded domestic medical device sales of AUD 6 billion and earned export revenue of AUD 1.7 billion, employing over 17,500 people. Public sector accounted for about 50% of sales and the private sector for the other half.

In the year 2008-2009, R&D investment coming from the medical technology industry was USD 388 million.
Small Australian firms have an important major role in research and development of new medical devices, while larger firms provide the resources for a successful trading. Australia's Biotechnology Organisation reports that in 2007 there were 655 medical devices companies in Australia. Around 80% are concentrated on the east coast. 60% of companies employ less than 20 people and only 10% employ more than 100 people and can take advantage of a highly skilled workforce and geographic proximity to the other Asia-Pacific markets.
The healthcare reform plan with conspicuous investment in primary and subacute care, prevention, infrastructure and emergency will open up many opportunities in particular for segments such as cardiovascular devices, surgical equipment, point-of-care diagnostics, homecare and non-hospital devices.
An estimated USD 530 million of the overall budget is destined to the expenses for medical equipment, beds, medical workforce hiring and training.
Medical tourism is an interestingly expanding sector, as highlighted by the research "Wellness and Medical Tourism in Australia" released by the Sustainable Tourism Cooperative Research Centre (STCRC). The profile shaped by the report is that of a young thriving sector, with 72% of wellness tourism providers located in areas where almost half of the businesses surveyed are on the market from five years or less. Australia's medical expertise has a good potential to attract international medical tourists in sectors such as IVF services, cardiology, urology, orthopaedic surgery and oncology.

SOURCES:
Department of Foreign Affairs and Trade: www.dfat.gov.au
Department of Health and Ageing: www.health.gov.au
Australian Medical Association: http://ama.com.au
Frost & Sullivan: www.frost.com
Medical Technology Association of Australia: www.miaa.org.au
Australia's Biotechnology Organization: www.ausbiotech.org
Sustainable Tourism Cooperative Research Centre (CRC): www.crctourism.com.au
Therapeutic Goods Administration: www.tga.gov.au

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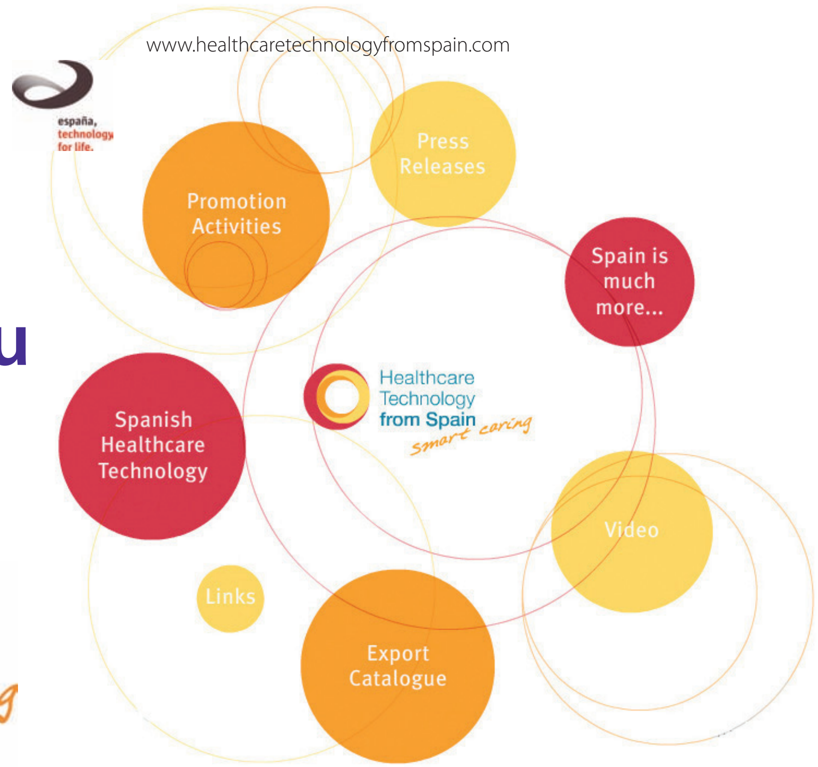

Healthcare Technology from Spain smart caring

The Spanish Healthcare Technology sector has experienced significant growth in recent years, becoming a very attractive alternative for those searching for products and services manufactured under strict European quality standards, with guaranteed quality, safety and efficiency at competitive prices in international markets.

The country's Healthcare Technology sector 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 generating of over €7.400 million in 2009. 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.

Spain is the 9th country in the world ranking of healthcare product consumption, which explains its figures in the growth of purchases, with companies that rank among the best in sectors such as biotechnology, in vitro diagnostics and electro-medicine.

Spanish Healthcare System is also one of the most reputed of the world, however, as many other developed countries have to face new challenges due to the growth of the elderly population. Therefore, an effort is being made to orient the Healthcare System to prevention, diagnostic and treatment of diseases and to implement a change in the Healthcare System changing the emphasis towards keeping healthier lifestyles. Innovation and applications of information technology, are rapidly allowing to the patient to be at the core of the Healthcare System.

That is why this industrial sector 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. In Spain, total investment in R&D&I is estimated at € 225 million in Spain which represents 3% of sector sales. Clearly, technological development and innovation are the driven forces of the Spanish Healthcare sector.

Concerning foreign trade, 62% of the sector companies export worldwide, attracted € 1.497 million in 2009, which represents 30% of total products in Spain. This shows the international competitiveness of Spanish products that have increased significantly their exports in the last years.

It is along these lines that the Spanish Federation of Healthcare technology companies, Fenin, actively supports the promotion of foreign trade and the consolidation of the Spanish image as a major producer of high-tech healthcare products and services aimed at improving quality of life of citizens.

As the Spanish Federation of Healthcare Technology Companies, we are proud to participate with our members in the main Healthcare forums of the world such as Medica in Germany, Arab Health in Dubai, CMEF in China or Hospitalar in Brasil among others, increasing the international presence of their products that responds to the real and specific needs of healthcare professionals and enhanced by the direct contact between users and manufacturers.

We kindly invite you to visit our website www.healthcaretechnologyfromspain.com which is a practical means of access to the companies and products currently offered by the Spanish industry and to obtain a complete selection for distributors, importers, hospital and clinics.

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Continues on page 53

Asia-Pacific Healthcare Market

Continuing the growing trend registered over the past decade, Asia-Pacific healthcare market's forecasts estimate that the market size will increase from US$246 billion in 2009 to US$348 billion in 2012, accounting for about 27% of the global market. By 2015, this percentage is expected to rise at 40%.

Such projections are based on the rising expenditure on health in the Asia-Pacific region and especially in the ASEAN countries, both from government and private funding.

In details, total healthcare expenditure is estimated to reach US$1,152 billion in 2012 (from US$946.3 billion in 2009). Over this period government expenditure is expected to grow from US$574.3 billion to US$679.4 billion, while private expenditure from US$372 billion to US$472.6 billion.

The private sector is particularly involved in the provision of quality hospital care. For instance, Singapore will see the opening of a US$600 million hospital in 2011, which is to host 189 specialist medical units, 11 operating theatres and 3 day surgery units, located in Farrer Park area, while six mid-size hospitals are planned to be built in Malaysia.

Investment in hospital capacity is of particular importance in the ASEAN countries as their average hospital beds rates are quite low, ranging from 0.6 beds per 1,000 people in Indonesia to 2.5 in Singapore, against 6.6 beds per 1,000 people in South Korea and 12.7 in Japan.

Improvement is not only needed in hospital care, but also at the other levels, considering that population's demographic and social profile is changing. Patients require more sophisticated services and facilities are in need to upgrade their medical equipment and devices to face the increasing demand. Moreover, the rising elderly population (aged 65 or more), which is expected to increase from current 233 million to 254 million in the next two years, places further pressure on the need for related healthcare services.

The medical devices industry therefore enjoys realistic prospects for expansion in Asia-Pacific and especially in ASEAN countries, whose healthcare market size is expected to increase from US$ 46.5 billion in 2009 to US$ 62.3 billion in 2012, and medical device market estimated at over US$ 2 billion.

In these countries medical tourism is also contributing for a relevant share of market growth, especially in Thailand and Singapore where first class facilities and international standards of healthcare services are available to foreign patients, such as complex surgery, health screening, cosmetic and fertility treatments. Together with India, Thailand and Singapore account for 90% of the Asian medical tourism market, which is forecasted to reach US$ 5.4 billion by 2012.

According to a Frost & Sullivan report ("APAC's Medical Devices Market ready to skyrocket", June 2010), current trends in the Asia-Pacific market include the merging of different technologies in diagnostic, monitoring and treatment devices, supported by the focus of medical professionals on a patient-based, tailored and timely care delivery.

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Home care monitoring and early detection of diseases are driving clinical diagnostic demands. Imaging and information systems are increasingly integrating each other, while the adoption of cutting edge technologies such as molecular diagnostics is contributing to the development of the imaging sector, whose market revenues are expected to grow from over US$6 billion in 2009 to US$8.5 billion in 2012, accounting for about 36% of the global imaging market.

Among the ASEAN countries, Indonesia has the highest expenditure on health, with over US$14 billion spent in 2009. The healthcare budget is expected to increase annually by 11% as a consequence of an expanding population and higher purchasing power, while the market for medical devices and supplies is forecasted to grow 6% per annum, having already reached an estimated US$200 million in 2009.

In 2009, Singapore and Thailand respectively registered an healthcare expenditure of US$8 billion and US$9 billion, with an expected annual growth rate of 10% and 9%, and their medical device market value is estimated at US$250 million and US$600 million.

Malaysia is another protagonist of the healthcare market growth in ASEAN region. Health expenditure and the market for medical devices and consumables are growing respectively by 12% and 5% yearly. Total size of the medical market in 2009 was US$650 million, while healthcare spending reached US$8.4 billion. The efforts that are being made by the Malaysian government to provide a proper regulatory policy through the implementation of the Medical Devices Act testify the interest in making the country a manufacturing hub of quality medical equipment in line with international standards.

According to Frost & Sullivan's forecasts, under these conditions the medical device market may grow by 30% by 2012 to reach US$900 million, driven by the segments of disposable surgical products, cardiovascular devices and orthopedic instruments and supplies.

Philippines and Vietnam also registered an expansion of both health expenditure and market size in 2009. Philippines spent US$6 billion on healthcare and is expected to grow 13% annually in the next few years, while the Vietnamese market for medical equipment and supplies was valued at US$289 million and is forecasted to grow by about 6% per annum to reach over US$380 million in 2014.

An important development in the Philippine regulatory system is the implementation of the Food and Drugs Administration Act which expanded the scope of action of the former Bureau of Food and Drugs. Under the new legislation, quality and affordability of medicines are improved and the Philippine FDA is entitled to withdraw medical products not complying with safety requirements, to inspect facilities, seize dangerous products and dispose of its own budget for personnel, laboratory upgrade and purchase of testing equipment.

Under the Food and Drugs Administration Act of 2009, the new Filipino FDA (formerly the Bureau of Food and Drugs) has expanded authority and increased regulatory capacity. The act makes it easier for the Philippine government to make medicines affordable. It also makes medicines more accessible to the public and guarantees their efficacy, high quality and safety. This legislation complements the Universally Accessible Cheaper and Quality Medicines Act of 2008. The Filipino FDA was given the power to immediately recall, ban or withdraw medical products that fail to meet safety standards or are found to pose a threat to the public.

Many manufacturing companies are being attracted to Asian countries by comparatively lower costs, good availability of raw materials and incentives to exports. Attention to quality is rising together with the demand for higher standards of healthcare services, and it is becoming an important component of purchasing evaluation from public and private buyers, but also an incentive for international companies to target the Asian healthcare market with cutting edge equipment and innovative technologies and products.

Sources:

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Frost & Sullivan: "APAC's Medical Devices Market ready to skyrocket" (17 Jun 2010) – www.frost.com

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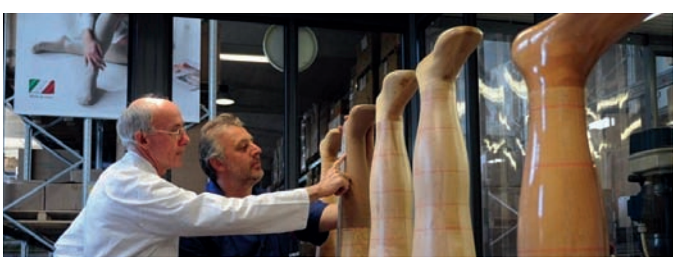
Innovation, the engine of our success.

Mimosa S.r.l. is a manufacturer of graduated compression hosiery. Sanyleg is the registered trademark by Mimosa to market its own products. Sanyleg is synonymous of elegance, comfort and - above all - well-being. This 100% Italian brand offers a full line of products designed for those who care about their leg health but who don't want to have to sacrifice beauty.

Products are scrutinised in almost craftsmanship-like detail, starting with the selection of prime raw materials. Sanyleg brings you a full range of hosiery: pantyhose, knee highs and therapeutic products that offer various degrees of compression.
Garments that guarantee the perfect fit that expert engineers and the right machinery can achieve.

Over 50 years of family experience in hosiery manufacturing has provided Sanyleg with the required experience to deliver the consistent and uncompromising quality for which its entire range is known. Each stage of the production process is performed in Italy.
Sanyleg offers a wide range of products, from everyday-wear to medical items, not just dedicated to women: the unisex cotton line comprises hosiery and knee highs that are made with the same care and thoroughness that makes Sanyleg stand out above the rest.



Mimosa exclusively uses cotton from qualified Italian suppliers who provide only the best primary materials in order to maintain a perfect balance of comfort and well-being. Mimosa has been producing stockings with heels in partnership with the most prestigious brands for several years.
The company currently exports around 80% of its production to various countries all over the world: Germany, Japan, France, Switzerland, Austria, United Kingdom, Sweden, Turkey, Greece, Spain, Saudi Arabia, Iran, Sudan, Brazil, Argentina, USA and Australia.

Private Label's world market

Mimosa manufactures for major brands worldwide. Production capacity and value for money are the winning qualities behind "Private Label".
Mimosa has always made considerable room for its "Private Label" production, marketed throughout the world. This corporate decision has provided - and continues to provide - the opportunity to learn how to respond to the various and important customer needs by looking at the specific challenges and the different markets, cultures and particular requirements that involve on-the-spot assessment and production strategies.

Mimosa's strength lies in fact that it strives to consider and satisfy every customer requirement, customising products and producing "tailor-made" garments. Through direct consultation with clients, engineers and doctors, Mimosa is able to simultaneously address various issues and quickly come up with a solution. It is for this reason that most of the Mimosa production is developed under "Private Label" while the rest is marketed worldwide under the Sanyleg brand.

For more information visit www.sanyleg.com

Ida for Africa

Starting from 2008 the company Mimosa srl has begun a major new project, called "Ida for Africa", which has the intention to promoting structures to help the children in Burkina Faso, north-west Africa.

The initial phase of the project involved the construction of a well at Ouettin; the plant is already operating and providing sufficient water to the needs of five thousand people.

The program aims to provide rural communities the right to get drinking water through the realization of wells and water supply systems. Drinking water can reduce child mortality and allow the irrigation of gardens and promote agricultural production.

Ida Bombana, founder of Mimosa srl, had repeatedly expressed the desire to help children in Africa: this project and other related initiatives, will make real what was only a wish. Ida would be proud of it.

UAE Healthcare Sector

Fast facts & figures

Area in square kilometers: 83,600
Population: 8.2 million (2009)
Urban population out of total population: 81%
GDP (US$ million): 254,394 (2008)
GDP excluding oil sector: 160,689 (2008)
Exports of goods & services (US$ million, fob): 248,808
Imports of goods & services (US$ million, cif): 219,714
GDP per capita (US$): 53,400

Source: National Bureau of Statistics

The United Arab Emirates (UAE) is a federation of seven emirates: Abu Dhabi, Dubai, Sharjah, Ajman, Umm al-Qaiwain, Ra's al-Khaimah and Fujairah, established in 1971.

UAE population is very young: 81.9% is aged between 15 and 59 years, while only 1.3% is over 60. A reason for this is the presence of a high number of working expatriates. UAE nationals account for only about 13% of the population, while 60% are people from South Asia and the Far East (China, the Philippines) 15% are from Western countries and 15% are from other Arabic countries.

After an average annual GDP growth rate of approximately 8% from 2004 to 2008, the international financial crisis hit the economy in 2009 bringing the GDP growth rate down to about -3%, totaling US$ 245.5 billion. Recovery has started in 2010 with an estimated 2.8% growth, and a positive signal comes from the increasing contribution of non-oil sector to form the national GDP; in fact, according to the Ministry of Economy Al-Mansouri, non-oil sectors accounted for about 71% of 2009 GDP while in 2008 the share was 66.5%. Industry is also gaining an important role in UAE economy and is expected to increase its share from current 16.2% to 20-25% in the next few years. Main trade partners of the UAE are China, India, USA, Japan, Germany, Italy, UK and Saudi Arabia.

After Saudi Arabia, the UAE is the main recipient of foreign direct investment in the Gulf region. In the decade 1998-2008 FDI inflow reached $66.2 billion, 19% of total foreign investment in the region. The last two years saw a decline in FDI following the contraction in the economies of countries investing in the UAE. UAE government's measures to counteract the crisis and stabilize the economy include monetary and fiscal policies targeted to ensure liquidity to the banking system and increase public expenditure by 14% from US$ 69.2 billion (2008) to US$78.8 billion (2009) to stimulate domestic demand and consumption. Moreover, the UAE government is adopting policies for sustainable development and a more diversified economy in the future, investing in renewable energies and projects. An example is Masdar City, a clean technology cluster whose construction began in 2008 about 17km from Abu Dhabi, aiming to become one of the world's most sustainable cities entirely powered by renewable energy. UAE's foreign trade policy is very outward-looking and oriented towards liberalization but it is tied to the agreements with the Gulf Cooperation Council (GCC), chiefly the GCC Economic Agreement (EA) which requires a collective negotiation strategy as regards Free Trade Agreements. The main FTAs signed or ratified in 2009 were with Singapore, the European Free Trade Area (EFTA, including Switzerland, Norway, Iceland and Lichtenstein), and with New Zealand.

Healthcare

Infectious diseases such as malaria, once endemic in the UAE, have been eradicated and many health indices have improved, such as neonatal and infant mortality rate (respectively 5.54 and 7.7 per 1000) and maternal mortality rate (0.01 per 100,000), as well as life expectancy at birth (78.3 years). Overall health expenditure was valued at US$ 5.4 billion in 2009, only 2.6% of GDP, but per capita spending is US$ 926, one of the highest in the world. Annual growth rate of health expenditure was estimated at 6.7%.

The healthcare system in UAE is decentralized through the division of the country into nine medical districts, each responsible for planning, organization and development of health services. Along with a comprehensive, government-funded health system there is a developing private health sector, more involved in the provision of primary care than hospital services.

The public healthcare services are run by separate and autonomous authorities: The Health Authority Abu Dhabi (HADD), the Dubai Health Authority (DHA), the Ministry of Health (MOH) and the Armed Forces and Police Medical Services. Dubai administers its own Department of Health and Medical Services (DOHMS), which is independent of the federal MOH. A National Health Council coordinates work amongst federal and local institutions and authorities providing health services across the country and in the private sector.
The federal Ministry of Health is headquartered in Abu Dhabi and is responsible for the delivery of healthcare across the UAE through a wide range of facilities including hospitals, primary healthcare centers, school health and maternity and child health units. Primary healthcare services are delivered through an extended network of clinics providing basic medical services, dental services, health awareness, and preventive medicine. The MOH is also focusing on bringing healthcare in the northern Emirates at the same level with Abu Dhabi and Dubai.

Figures released by the National Bureau of Statistics in the "Analytical Report on Economic and Social Dimensions in the United Arab Emirates 2009", show that as of 2008 public health facilities in the UAE included 32 hospitals, 243 government clinics and health centers, 2,886 government doctors and 365 dentists, and 15,443 government nurses in various specializations. The private sector on the other hand is increasing its share in the provision of healthcare services, as the number of private facilities rose to over 50 hospitals and over 2,000 private clinics and health centers. The number of doctors and nurses also increased by 30% and 40% respectively compared to 2007.

In 2008 a project called Wareed was launched to create a national Health Information System designed to link all public health facilities across UAE and integrate health services with networking data centers. By now, 14 hospitals have been earmarked to adopt Wareed, and the implementation is planned to be completed by end 2011. Furthermore, Abu Dhabi has a patient records system in place which is also due to be extended to the other emirates in 2011. The Health Authority - Abu Dhabi (HAAD) launched in May 2008 the Thiqa Health Insurance Program for UAE Nationals, providing all UAE Nationals working and residing in the Emirate of Abu Dhabi with comprehensive free healthcare coverage at all private and public healthcare facilities in the Emirate of Abu Dhabi. This program is leading the way to the implementation of the Health Insurance Law, which aims to extend mandatory insurance coverage to all UAE residents.

Demographics (year: 2008)

Population growth rate in (%)	6.1
Population below 15 years (%)	19.1
Population 65 years and over (%)	0.9
Dependency ratio (%)	25.0
Total fertility rate (R) per woman	1.9

Source: WHO/EMRO

Healthcare resources (year: 2008)

	Total	Govt.	Private
Hospitals	90	32	58
Beds	9,176	6,627	2,546
Outpatient clinics	2,300	243	2,057
Physicians	13,311	5,969	7,342
Dentists	2,938	526	2,412
Nurses	24,131	15,443	8,688

Source: National Bureau of Statistics

Workforce density per 10,000 population (year: 2008)

Physicians	27.9
Dentists	6.1
Pharmacists	50.6
Nursing and midwifery	6.2
Hospital beds	19.3
Primary health care units and centres	0.5

Source: National Bureau of Statistics

Health Expenditure (year 2008)

GDP per capita at US$ exchange rate	264,009
Per capita total expenditure on health at average US$ exchange rate	1,551
Per capita govt. expenditure on health at average US$ exchange rate	1,044
Total expenditure on health as % of GDP	2.4
General govt. expenditure as % of total health expenditure	67.3
Out-of-pocket expenditure as % of total health expenditure	22.1
General govt. expenditure on health as % of total govt. expenditure	7.3
Ministry of health budget as % of govt. budget	8.9

Source: WHO/EMRO

Market profile

In 2009, the market for medical equipment and supplies in the Gulf region was estimated at US$ 1.7 billion. The UAE accounts for about 35% of this market with US$ 600 billion, the second largest after Saudi Arabia.
The demand for medical equipment and supplies is basically covered by imports as only 7.5% of the market is supplied from local production. Most of medical devices are imported from the EU (France, Germany, Sweden and UK) and from the USA, Japan and China.

Medical instruments trade in the UAE (year 2008)

Imports (US$ million)	2,382.71
Exports (US$ million)	22.92
Re-Exports (US$ million)	521.1

Source: Ministry of Economy

As the UAE government has undertaken initiatives to strengthen and modernize the healthcare facilities and infrastructure, the private sector has been assigned a role in contributing to this effort and is benefiting from privatization of public services and participation to public/private partnerships, being involved in increasing the number of beds and upgrading public facilities.

Besides government clinics, medical departments and hospitals, private providers make important purchases of medical equipment especially in segments such as diagnostics, rehabilitation, monitoring equipment, disposables and surgical instruments. Although many communicable diseases have been eradicated, the incidence of diabetes and cardio-vascular diseases is rising and so is the per capita health expenditure. In 2010, the share of government budget allocated to the Ministry of Heath was AED 2.8 billion, 140 million more than in 2008. About 5% of this budget is destined to buy and upgrade medical equipment.

The healthcare sector is targeted by several investment projects, some already accomplished and some still under development. The Dubai Healthcare City (DHCC) was launched in 2002 to meet the demand for high-quality healthcare. Currently the DHCC has two hospitals, over 90 outpatient medical centres and diagnostic laboratories and employs over 1,700.

According to the UAE Yearbook 2010, recent investments for healthcare include the replacement of Al Mafraq and Al Ain hospital in Abu Dhabi, the expansion of Sheikh Khalifa bin Zayed hospital in Ajman health zone, renewal of Umm al-Qawain Hospital and completion of 400-bed Jebel Ali Trauma and Emergency Centre by end 2010 and of 200-bed Al Jalila Children's Specialty Hospital by 2011 in Dubai, as well as the creation of primary health centres, diabetes, obesity and medical fitness centres. Major companies involved in healthcare IT and diagnostic imaging technologies already entered the UAE healthcare projects and established regional offices in the UAE. The creation of free zones allowing 100% ownership and tax exemption and the expected shift towards a universal insurance coverage contribute to attract foreign companies into the market.

As Abu Dhabi is leading the way in automating medical records, companies with IT expertise enjoy good prospects in this Emirate, and are likely to benefit from the progressive extension and integration of IT in healthcare processes in the whole country. Another important factor which drew the interest of foreign investors is that management of public healthcare centres is now separated from their regulation, while both functions were formerly under the responsibility of a single authority.

Medical equipment are charged a 5% import duty. Medical high tech companies are favoured as UAE buyers are eager to introduce innovations in the medical technology industry and the market for specialized treatments requiring advanced medical devices is growing, boosted by good financial coverage, higher health insurance penetration and increased health awareness among all social groups, especially the incidence of the so-called "lifestyle diseases" has increased dramatically. It is useful to know that federal and Emirate government buyers only deal with firms registered in the UAE, but often opt for external providers for services that involve high technology and are not available locally.

Sources:

UAE Interact (National Media Council): "UAE Yearbook 2010" - www.uaeinteract.com
UAE Ministry of Economy - www.economy.ae
National Bureau of Statistics: "Analytical Report on Economic and Social Dimensions in the United Arab Emirates 2009" - www.uaestatistics.gov.ae
WHO/EMRO Regional Health Systems Observatory: "Health Systems Profile - UAE" - http://gis.emro.who.int - www.wareed.ae
UAE Ministry of Health – www.moh.gov.ae
Italian Trade Commission: "UAE Market report Medical Equipment" – www.ice.gov.it

An AIDS Free Generation

is achievable by focusing on the most disadvantaged communities affected by HIV, says a new U.N. report marking World AIDS Day

NEW YORK, 30 November 2010 - Achieving an AIDS-free generation is possible if the international community steps up efforts to provide universal access to HIV prevention, treatment, and social protection, according to "Children and AIDS: Fifth Stocktaking Report 2010," which was released today in New York. Attaining this goal, however, depends on reaching the most marginalized members of society.

While children in general have benefited enormously from the substantial progress made in the AIDS responses, there are millions of women and children who have fallen through the cracks due to inequities rooted in gender, economic status, geographical location, education level and social status. Lifting these barriers is crucial to universal access to knowledge, care, protection, and the prevention of mother-to-child transmission (PMTCT) for all women and children.

"To achieve an AIDS-free generation we need to do more to reach the hardest hit communities. Every day, nearly 1000 babies in sub-Sarahan Africa are infected with HIV through mother to child transmission," said Anthony Lake, UNICEF's Executive Director. "Our Fifth Stocktaking Report on Children and AIDS highlights innovations like the Mother Baby Pack that can bring life-saving ARV treatment to more mothers and their babies than ever before," said Lake.

The World Health Organization (WHO) revised its guidelines earlier this year, to ensure quality PMTCT services for HIV-positive pregnant women and their infants. In low- and middle-income countries, 53 per cent of pregnant women living with HIV received antiretrovirals (ARVs) to prevent mother-to-child transmission in 2009, compared to 45 per cent in 2008. One of the most significant increases occurred in Eastern and Southern Africa, where the proportion jumped ten percentage points, from 58 in 2008 to 68 per cent in 2009.

"We have strong evidence that elimination of mother-to-child transmission is achievable," said Dr Margaret Chan, WHO's Director-General. "Achieving the goal will require much better prevention among women and mothers in the first place."

AIDS is still one of the leading causes of death among women of reproductive age globally and a major cause of maternal mortality in countries with generalized epidemics. In sub-Saharan Africa, 9 per cent of maternal mortality is attributable to HIV and AIDS.

"Around 370,000 children are born with HIV each year. Each one of these infections is preventable," said Michel Sidibé, Executive Director, UNAIDS. "We have to stop mothers from dying and babies from becoming infected with HIV. That is why I have called for the virtual elimination of mother to child transmission by 2015."

WHO also issued new ARV guidelines for treating infants and children, paving the way for many more children with HIV to be eligible for immediate antiretroviral treatment (ART).

In low and middle-income countries, the number of children under the age of 15 who received treatment rose from 275,300 in 2008 to 356,400 in 2009. This increase means that 28 per cent of the 1.27 million children estimated to be in need of ART receive it.

Infants are particularly vulnerable to the effects of HIV, which has lent an urgency to the global campaign for early infant diagnosis. While the availability of early infant diagnosis services has increased dramatically in many countries, global coverage still remains low, at only 6 per cent in 2009. Without treatment, about half of the infants infected with HIV die before their second birthday.

In most parts of the world, new HIV infections are steadily falling or stabilizing. In 2001, an estimated 5.7 million young people aged 15–24 were living with HIV. At the end of 2009, that number fell to 5 million. However, in nine countries – all of them in southern Africa – at least 1 in 20 young people is living with HIV. Young women still shoulder the greater burden of infection, and in many countries women face their greatest risk of infection before age 25. Worldwide, more than 60 per cent of all young people living with HIV are female. In sub-Saharan Africa, that figure is nearly 70 per cent.

"We need to address gender inequalities, including those that place women and girls at disproportionate risk to HIV and other adverse sexual and reproductive health outcomes" said Irina Bokova, Director General of UNESCO. "While we are encouraged by a decline in HIV incidence among young people of more than 25 per cent in 15 key countries in sub-Saharan Africa between 2001 and 2009, we must do everything possible to sustain and increase such positive trends in order to achieve Universal Access to prevention, treatment, care and support."

Adolescents are still becoming infected with HIV because they have neither the knowledge nor the access to services to protect themselves. Attaining an AIDS-free generation means erasing the inequities that fuel the epidemic and protecting those who continue to fall through the cracks. Social protection initiatives – including cash transfers and efforts to promote access to services – play an important role in breaking the cycle of vulnerability. The report also emphasizes the importance of tailoring education programmes to target the most vulnerable youths – those who are out of school – with information about HIV prevention.

"We must increase investments in young people's education and health, including sexual and reproductive health, to prevent HIV infections and advance social protection," said Thoraya Ahmed Obaid, Executive Director of UNFPA, the United Nations Population Fund. "Reaching marginalized young people, including vulnerable adolescent girls and those who are not in school, must remain a priority".

Souce:
www.unicef.org

January

• 10-13/01/2011
Finnish Medical Convention and Exhibition 2011
(Helsinki – Finland)
www.finnexpo.fi

• 13-16/01/2011 MEDICAL EXPO 2011
(Casablanca – Morocco)
www.medicalexpo-maroc.com

• 24-27/01/2011 ARAB HEALTH 2011
(Dubai - United Arab Emirates)
www.arabhealthonline.com
INFOMEDIX Stand: SAC17

• 28-30/01/2011 Medizin 2011
(Stuttgart – Germany)
www.comtecmed.com

February

• 12-17/02/2011
Medical Imaging 2011
(Orlando, Florida – USA)
http://spie.org

• 16-20/02/2011
RomMedica 2011
(Bucharest – Romania)
www.rommedica.ro

• 24-26/02/2011
Asia Healthcare Expo 2011
(Dhaka – Bangladesh)
www.asiapharma.org

• 24-27/02/2011
International Health Expo Tunisia 2011
(Tunis – Tunisia)
www.tunisiahealthexpo.com.tn

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Infomedix will be present at the Highlighted Trade Shows

March

• 02-04/03/2011
Healthy Nation Ukraine 2011 (Kiev – Ukraine)
www.treex.com.ua

• 03-07/03/2011 ECR 2011 European Congress of Radiology and Exhibition
(Vienna – Austria)
www.ecr.org

• 07-10/03/2011 Arab Lab 2011
(Dubai - United Arab Emirates)
www.arablab.com

• 09-11/03/2011 MedHealth Beirut 2011
(Beirut – Lebanon)
www.mounassabattcom.com

• 17-20/03/2011 KIMES 2011 27th Korea International Medical & Hospital Equipment Show
(Seoul - Korea, South)
www.kimes.kr

• 20-23/03/2011 IRAQ Health International Medical Equipment, Healthcare Industry and Services Exhibition (Basra – Iraq)
www.iraqhealth.net

• 25-27/03/2011 CHINA MED 2011- 23rd International Medical Instruments and Equipment Exhibition (Beijing – China)
www.chinamed.net.cn

• 25-27/03/2011 MEDICAL FAIR INDIA 2011- 17th International Exhibition on Diagnostics, Medical Equipment & Technology (New Delhi – India)
www.medicalfair-india.com

• 29-31/03/2011 14th Southeast Asian Healthcare Show 2011 (Kuala Lumpur – Malaysia)
www.abcex.com

• 29/03-01/04/2011 BelarusMedica 2011
(Minsk – Belarus)
www.tc.by

• 31/03-03/04/2011 Expomed - Labtech 2011
(Istanbul – Turkey)
www.tuyap.com.tr

April

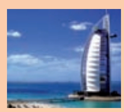
• 03-05/04/2011 Saudi Healthcare & Saudi Hospital 2011 (Jeddah - Saudi Arabia)
http://www.acexpos.com/exhibitions/exhibition_index.php?exhibition_id=7

• 06-08/04/2011 Med-e-Tel 2011
(Luxembourg – Luxembourg)
www.medetel.eu

• 12-14/04/2011 Medtrade Spring 2011
(Las Vegas – USA)
http://www.medtrade.com/

• 16-19/04/2011 CMEF SPRING 2011
(Shenzhen- China)
http://en.cmef.com.cn/

• 19-21/04/2011 Dubai Derma 2011 - The Dubai World Dermatology & Laser Conference & Exhibition
(Dubai - United Arab Emirates)
www.dubaiderma.com



• 20-23/04/2011 China Sourcing Fair
(Hong Kong)
www.chinasourcingfair.com

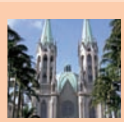
May

• 04-06/05/2011 EGYMEDICA 2011
11th International Medical Conference & Exhibition
(Cairo - Egypt)
www.egymedica.com

• 11-13/05/2011 KIHE 2011 - 18th Kazakhstan International Healthcare Exhibition
(Almaty - Kazakhstan)
www.kihe.kz/en/

• 17-20/05/2011 Bulmedica - Buldental 2011 - 46th International Specialized Exhibition
(Sofia - Bulgaria)
www.bulmedica.bg

• 24-27/05/2011 HOSPITALAR 2011
(Sao Paulo - Brazil)
www.hospitalar.com



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ERRATA CORRIGE:
In the section "Product Information" of INFOMEDIX INTERNATIONAL 2/2010, Farma System's product was wrongly reported as "AMODinsù" instead of "MODinsù".

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