

North & South America Issue

Inside:



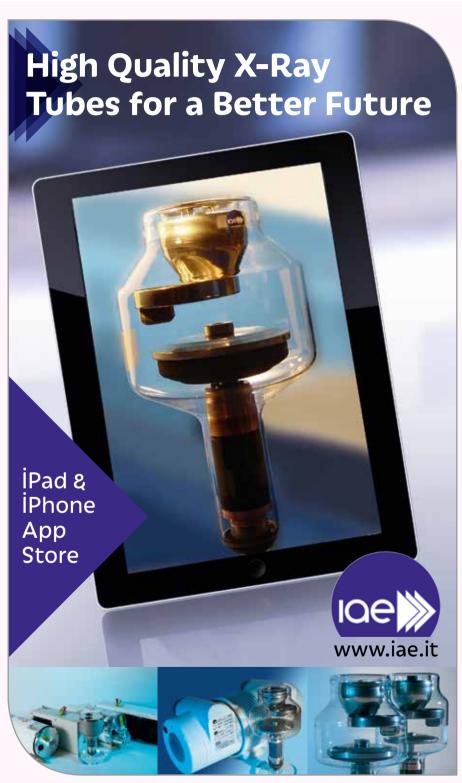
• Focus on Colombia



Outlook on Paraguay



• The basic 56 Principles for Startups











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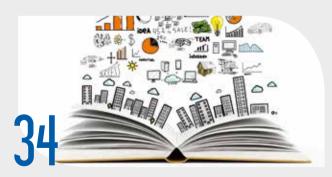
Focus on Colombia

"Colombia is located in the northwestern part of South America, bordering to the East with Venezuela and Brazil; to the South with Ecuador and Peru; to the North with the Caribbean Sea and to the West with Panama and the Pacific Ocean..."



Outlook on Paraguay & Uruguay

"Uruguay and Paraguay are two of the smallest countries in South America. They share some resemblances, such as the dualistic political party tradition and their being dragged into the complex interactions between the two giant neighbours..."



Regolatory Update

"In 2007 FDA was required to develop a UDI system. During the year 2012, comments to the proposed regulation and additional requirements were collected and in 2013 the final UDI system rule and a draft Global UDI Database (GUDID) Guidance ..."



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The "basic 56" Principles for Startups

"This article wants to set the 56 principles that you have to consider to build and to measure your business about a Startup..."



Four Costa Rican Ministries to Start Purchasing Through Digital Platform

"Four ministries were the first institutions of the central Costa Rican Government to start using the unified public purchase system "Mer-Link"..."

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MALAYSIA



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Malaysia 5th Scientific Instrument and Laboratory Equipment Exhibition and Conference

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WIHE



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UKRAINE

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UZBEKISTAN



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19th Uzbekistan International Healthcare Exhibition
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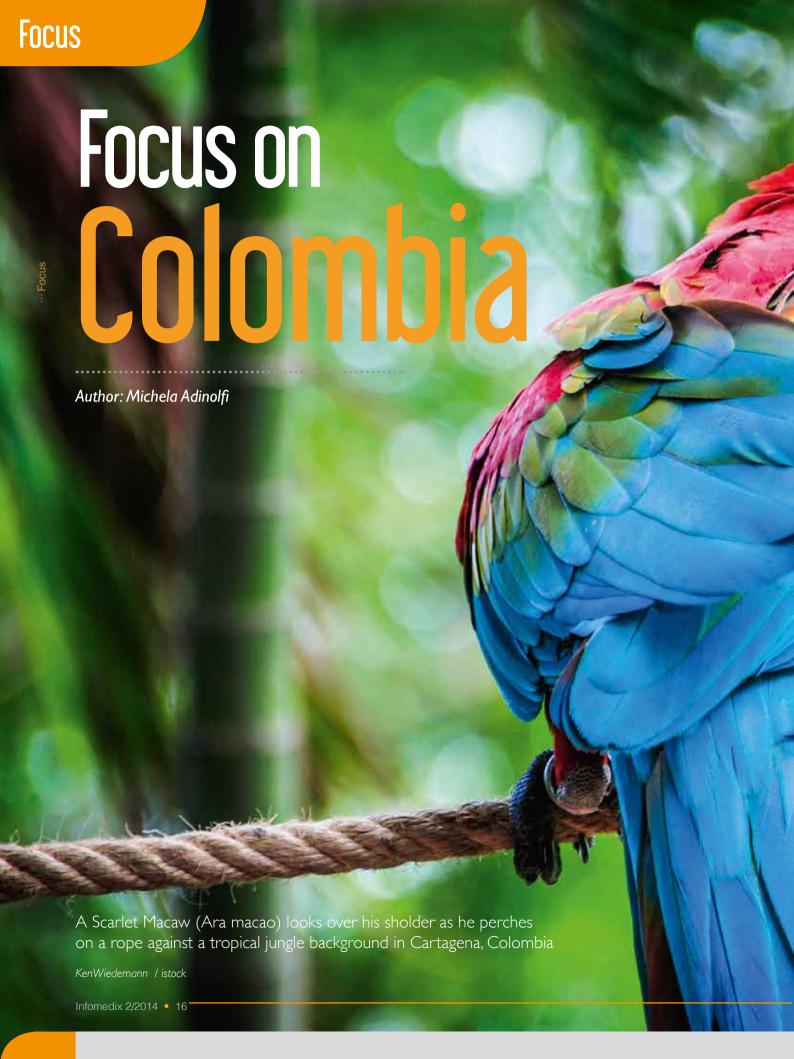
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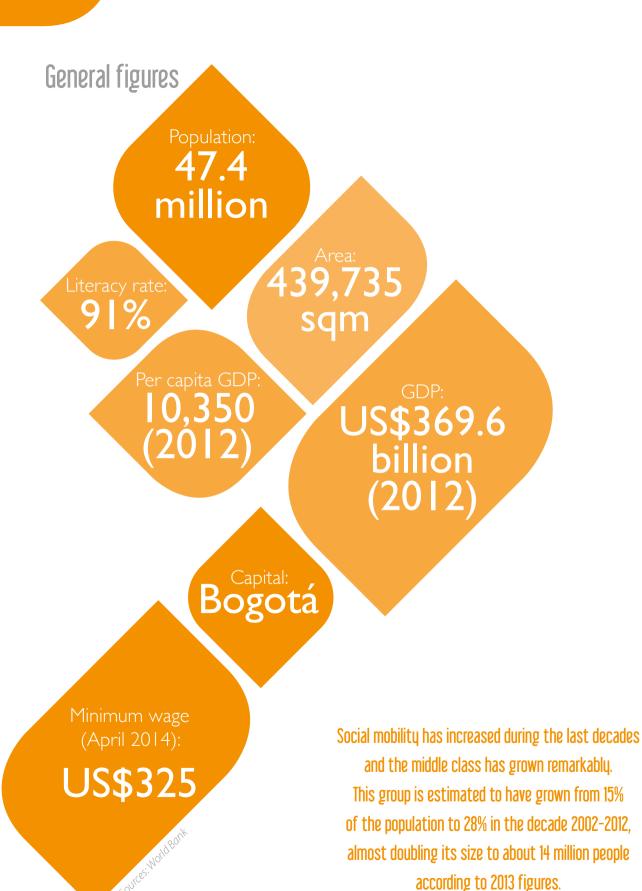
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olombia is located in the northwestern part of South America, bordering to the East with Venezuela and Brazil; to the South with Ecuador and Peru; to the North with the Caribbean Sea and to the West with Panama and the Pacific Ocean.

Colombia may well be described as the country of diversity: both ethnically and geographically speaking, it presents a wide variety of cultural identities and landscapes. The mixed ethnic composition derives from the historical events that brought several groups from all around the Atlantic Ocean to settle in the country. The Spanish colonists and African people deported as slaves from the 16th to the 19th century added to the original native inhabitants, and they were followed by waves of European and Asian immigrants during the 20th century.

The country's landscape presents striking variations, too, as it is roughly divided into five main natural regions. They include the Caribbean Sea and the Pacific Ocean coastlines, wide plains ("llanos"), the Amazon Rainforest and the region of the Andes mountain range, home to the majority of the population. The alternance of such different environments makes Colombia one of the world's most biologically diverse countries.

Interesting facts about Colombia...

- It is the 4th largest country in South America after Brazil, Argentina and Peru;
- \bullet It has the world's 2nd largest Spanish-speaking population (the 23rd largest in the world);
- In 2013, it was ranked by the World Bank as the 3rd most businessfriendly and as the leading reforming country in Latin America;
- It possesses five underwater cables and a national fiber-optic ring that connects 300 municipalities;
- It hosts more than 100 authorized permanent and special permanent zones;
- The capital Bogotá, lying at 2,640 metres above sea level, serves its over 8 million inhabitants with one of the most sophisticated bus transportation systems in Latin America, called the "TransMilenio".

Population

The majority of Colombians live in cities located in the western part of the country where the Andean chain begins, or in the northern coast-lines. The capital Bogotá alone has almost one-fifth of the total population. Most of the inhabitants of southern and eastern areas, dominated by the tropical rainforest and inland plains, are small farming communities and indigenous tribes that live scattered across these regions.

Colombia presents not only an uneven geographic distribution of its population, but also a marked inequality in wealth distribution. A minority of rich families, originating from the Spanish colonists, have considerably profited from the sustained growth. On the other hand, the majority of the population, both indigenous or from other mixed origins, has gained much less from the country's development in the XX century. Such long-lasting inequalities have created a fertile substratum for rebellion and for the action of guerrilla groups, especially among rural communities, while at the same time million inhabitants were left behind and still live in poverty.

Nevertheless, social mobility has increased during the last decades and the middle class has grown remarkably. This group is estimated to have grown from 15% of the population to 28% in the decade 2002-2012, almost doubling its size to about 14 million people according to 2013 figures. This trend was accompanied by an increasing number of rural inhabitants that moved into the cities following their economic growth, reaching an urbanization rate of 75% in late 2000s.

Much of this shift has been boosted by the accessibility to government loans that Colombians use to get or improve their home and for their children education. Such positive figures, however, cannot hide the smaller size of the middle class compared to the group of people living below the poverty line, estimated at 30%. Moreover, the inequality between urban and rural dwellers remains high, with the latter being almost excluded from the main benefits of the country's economic growth.

Therefore, combatting poverty and inequality remains a priority challenge for the government. One positive trend is the increasing number of projects aimed to create more inclusive employment for low-income groups. Some initiatives especially target women, indigenous people and youth who have been more excluded from the economic development. An example is the partnership between the Chamber of Commerce and the UNDP (United Nations Development Programme), implemented at community level through the Colombia's Centres of Employment and Equipment. This program has trained over 21,000 people so far, 59% of which are women, and developed more than 4,600 business plans, while generating more than 2,000 jobs.

The improvement in employment rates is however quite general, in fact, although unemployment in 2013 was quite high at 8.4%, it is still a very positive figure if compared to the 17.4% recorded in 2012.

Main cities

Bogotá is the capital of Colombia. With its 8 million inhabitants, the city lies in a valley in the middle of the Andes, at approximately 2,600m over sea level. Being the political, economic and cultural centre of the nation, it hosts a great variety of activities and attractions, as well as the majority of education and cultural institutions, health service providers and trade companies.

Medellin is the second largest city in Colombia with 2.5 million inhabitants, 3.5 if considering the surrounding metropolitan area. Particularly renown in the past decades for its role as a hub for drug cartels and illegal trade, Medellin nowadays boasts a far better reputation thanks to extensive interventions in its transportation system (it has the only metro line in the country) and social inclusiveness policies. Medellin was, in fact, granted the title of 2013 Innovative City of the Year by the Wall Street Journal and the Urban Land Institute, for its program of participatory budgeting that allows citizens to allocate 5% of the municipal budget to fund socially valued causes at neighborhood level. Cali is located in the southwestern region, and besides its business and industrial connotation as base for multinational companies, it is also famous for its dancing traditions. Cali is well connected to the northeastern areas and the Pacific coast by railroad and highway, and it also has a major international airport and a military air base.



Cartagena de Indias and Barranquilla are the two most touristic cities in Colombia, bearing important remains of the Spanish colonial period and offering a rich educational environment and cultural heritage, but they are also important ports and exporting centres.

Infrastructure

Colombia's twelve international airports serve airlines from Latin America, North America and Europe. Moreover, the mountaneous territory has impulsed domestic air transport connecting 587 airports and moving over 14 million people a year.

There are four main seaports: one on the Pacific coast (Buenaventura) and three on the Caribbean coast (Barranquilla, Cartagena and Santa Marta), moving 144 million tons of freight per year. Smaller commodity-specialized ports are Cerrejón, Tumaco and Morrosquillo.

The road network covers 1.9 million miles and railroads extend over 2,000 miles. The government has planned to allocate US\$100 billion to develop the country's infrastructure by 2021, including the construction of further 2,000 kilometers of roads. This addition is expected to improve the connections among the different regions and stimulate rural economies.

Economy

From a macroeconomic perspective, Colombia has scored a series of positive results over the last decade. Currently the 3rd economy in Latin America, the country's GDP grew on average by 4% a year during the period 2000-2011, with Bogotá alone accounting for one-quarter of it. In 2011, despite the challenging international context, the GDP growth rate kept above the regional average at 6%. In 2013 it declined at 4.6%, as exports contracted due to the reduced overseas demand especially from the strongest partners, the US, while the domestic manufacturing sector hasn't yet developed a sufficient critical mass to effectively counteract a drop in exports.

The economy is mainly based on raw materials and oil and mining exports. Colombia is the 3rd largest crude oil producer in South America and the 7th largest supplier of crude oil to the United States, to which Colombia is bound by particularly strong economic ties. Moreover, Colombia is the 10th largest coal producer and its 4th exporter worldwide, mainly to the Netherlands and the USA. In addition to oil and coal, Colombia is also a major producer of precious metals and stones (gold, silver, emeralds and platinum).

After making significant improvements in guaranteeing safety and security to citizens, Colombia has regained a fairly higher trust from foreign investors than in the past. The country's sound economic policy, including low fiscal deficit and inflation, is an attractive incentive to step into the market. With the tax reform introduced in 2012, the government wants to get the necessary funding to cut the unemployment rate and keep its commitment to invest US\$100 billion in infrastructure over the next ten years. Investors' increased confidence in the stability of Colombia's economy is proven by the fact that, together with Peru, Colombia is attracting more FDI (in relation to GDP) than Brazil or Mexico, according to a study by Americas Market Intelligence.

The same study reports that the improved investment conditions, due to the simplification of the regulatory environment, and the efforts to tackle corruption and open up the economy have transformed Colombia into a leading investment destination. The process was undoubtedly made easier by the country's improvement in international business rankings: a significant score was the 43rd place attained in the 2014 World Bank's Ease of Doing Business rank (above Mexico, 53rd, and Brazil, 116th) and the inclusion in OECD Investment Group A, as a step towards joining it permanently.

As a result, while FDI represented 4.1% of GDP in 2011, it reached a record \$16.8 billion in 2013, an increase of 7% on 2012, rising its share of GDP to about 4.5%. However, over 80% of this amount was destined to the oil and mining industry, also because of the oil boom that Colombia is experiencing.

Despite the oil and mining industries still represent the core of the economic activity, the expansion of the Colombian middle class is contributing to a diversification that benefits the development of other sectors such as construction, telecommunications, financial services and retail. Besides the above-mentioned middle class size, other income indicators have nearly doubled in the period 2000 to 2012: private consumption went up from 14% to 28% of GDP, and per capita GDP rose from US\$5,826 to US\$10,350.

It is worth noticing that in 2013 the middle class upper range's income was estimated at over US\$20,000 per household. In the same year, however, despite the 820,000 people that were lifted out of poverty, the National Administrative Department of Statistics (DANE) reported that over 30% of the population were still living below the poverty line, and 9% in "extreme poverty." These figures make it clear that the considerable economic growth of the recent past hasn't at all been equally shared among the whole Colombian population.

The healthcare system

The public healthcare system was outlined in 1993 when the National Obligatory Health Insurance was created. It consists of a contributive part, targeting employers and employees, and a subsidized part, covering poor or unemployed individuals, funded by a mix of taxes, royalties and contributions paid by formal workers.

The insurers (or EPS, Empresas Promotoras de Salud) collect premiums and contract services with the IPSs (Institución Prestadora de Salud), the 30,000 authorized hospitals, labs, clinics, doctors' and dental practices in Colombia. 22 EPSs are involved with the formal contributive system, 44 with the subsidized scheme. The EPSs are private companies, but they manage public health funds to fund treatment and choose services for their customers. Their nominal task is to keep down overall costs, which in part they do, but they are reportedly involved in many cases of mismanagement, for instance creating bureaucratic barriers for treatments, withholding payments, and investing funds in areas not related to health care.

The contributive system covers approximately 44% of the population while the subsidized regimen about 51%; together, they should nominally cover almost all of the population, but according to a recent report issued by Siemens Healthcare Magazine, the extensive corruption and collusion and the high levels of debt between the different providers (EPS, IPS and municipality-level public institutions) resulted in a lack of coverage for many people despite their being insured.



According to the latest figures from the WHO, per capita health expenditure was US\$618 (intl. \$) in 2011, while the total health expenditure accounted for 6.1% of GDP. The low funding available together with misuse or corruption in handling resources is responsible for the uneven coverage offered by the public system.

A very controversial health reform was approved last year, which included some provisions to tackle the corruption and misuse of public funds by EPS. Under the new law, payments received by the EPSs, now called "Health Managers," are tied to the quality of care they negotiate for their clients, measured by parametres such as treatment efficacy and overall client wellbeing, although they haven't been clearly defined yet. An important change is that EPSs cannot, as they did before, pilot the clients' choice of service centres, by denying access and directing them towards centres owned by the same EPSs. A Health Manager must now allow clients to use any service centers, with the exception of non-emergency services like a regular check-up, for which the Health Manager will be allowed to specify the service center.

A single institution called "Salud Mia" (My Health) should be in charge of allocating the over \$30 billion annual health budget under the same quality criteria expected for the Health Managers, but the lack of subsequent detailed legislation as to its role and functioning has raised fears of its turning into a renewed source of corruption.

International organizations are also boosting the implementation of healthcare reforms in the country: in 2013 the Inter-America Development Bank approved a \$250 million loan to support reforms in the Colombian healthcare system to strengthen the primary care services and to encourage prevention, early detection and treatment of diseases. The second goal is to improve the efficiency in the administration of health resources.

Medical market profile

Industry reports estimate that in 2012 Colombia imported medical equipment and supplies worth US\$865 million. The high-tech segment is almost entirely supplied by imported devices, while domestic manufacturers cover some share of the lower-end segment, especially in the prosthetic and orthopedic sector, as well as disposables and components.

Due to the low public funding available, the private sector is the largest buyer of higher-quality technology and it counts on modern facilities in the main urban areas. Private providers treat not only to Colombian citizens but also an increasing number of medical tourists demanding cosmetic treatments and surgery in particular. However, the planned expansion and investment in the public primary care network is a new opportunity for related medical equipment, especially in sectors such as diagnostics and x-ray, particularly for women and maternal care, and clinical laboratory. Of course, the demand for instruments and electromedical devices also remains one of the leading drivers.

Registration of medical devices follows a classification scheme similar to the one used in the EU (Class I, Class IIa, Class IIb and Class III). Public institutions purchase medical equipment through bidding, short lists, tenders on merit and direct contracting. Information on the contracting process are available on the website: http://www.colombiacompra.gov.co/, where providers register with the SECOP (Electronic system for public contracting).

In the private market, sales through local distributos are smoother if the appointed company has an office or base in several cities across the country, not only in the capital region, and if proper sales materials are readily available in Spanish.





Infomedix 2/2014 • 25

Colombian National Navy partners with MedMira to Screen Pregnant Women for Syphilis and HIV

Interview with Dr SMSM Liliana Lora Sierra Profesional en Apoyo En Salud Pública DIRECCION DE SANIDAD ARMADA NACIONAL

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As part of the Colombian National Navy's program "Expectant Family", promoting the testing of sexually transmitted diseases in pregnant women living in remote areas where access to healthcare and laboratory testing is limited, a partnership was established with the Canadian company MedMira to use its Multiplo TP/HIV test to screen women at least twice during the pregnancy, before the third month and prior to giving birth, for syphilis and HIV.

We asked Dr. Liliana Lora Sierra, Public Health Support Professional, Colombian National Navy some questions about this partnership.

I. How did the partnership with the company MedMira begin?

Dr Lora Sierra: As the tender was published, we were looking for evidence that the partner would allow us to access a large share of the population. Moreover, it must be considered that most screening tests are designed to be used in clinical laboratories. We focused on a test that would allow us to utilize combat soldiers training as nurse. For this purpose we needed a test that could guarantee that each testing unit would feature all the elements necessary for sampling, and sample processing of the test independently. And we found that partner in Medmira.

2. Which were the goals of the partnership in terms of healthcare need to satisfy?

Dr Lora Sierra: Due to its geographic conformation, much of Colombia's population live in areas where access is limited; those were particularly the areas where we wanted to get as Navy to deliver the MedMira rapid diagnosis tests. In places where there are no hospitals or medical centers, the diagnosis of HIV, hepatitis B and hepatitis C was performed by using such tests with the collaboration of trained men.

3. How was the population informed of this testing program? What were the outcomes and response rates?

Dr Lora Sierra: Sexual health campaigns were conducted and the population was informed by the radio, as the Navy has its radio stations with national coverage. Initially, interested persons approached the test points indicated, and throughout the year, these campaigns were held across the whole country. Overall, 13,129 people between 15 and 60 years received education on sexual and reproductive health, while 7,037 people accepted screening for HIV, hepatitis B and /or C. Of all the screened people, 3 were positive to this test, and for the ELISA and Western blot tests too. Through these screenings we verified once again the sensitivity and specificity of MedMira tests.



4. How did the MedMira company and the Colombian Navy respectively contribute to the partnership?

Dr Lora Sierra: MedMira has helped us with testing for determination of HIV-hepatitis B and hepatitis C. This has allowed us to increase the screening coverage. The Colombian Navy on the other hand has provided all possible cooperation to MedMira in the development of a new test for the diagnosis of leishmaniasis. This is a disease that directly affects the military personnel in Colombia, who are employed in humid jungle territories. We cooperated with the army, since their personnel are even more affected with this pathology and they have a reference laboratory that can contribute to this important project.

5. What is your opinion about the effectiveness of public-private partnerships and sponsorhip programs for public health action? Why should a company wish to be involved in such activity?

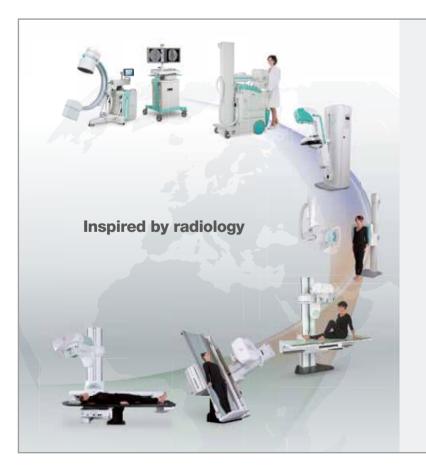
Dr Lora Sierra: In my opinion, any opportunity for an alliance that seeks to benefit the population must be seized. Right now, public companies do not have all the resources necessary for the full development of health promotion and prevention programs. Unfortunately, the largest share of resources is rather being allocated to cure pathologies than to prevent disease. So you have to create partnerships that benefit both public companies and private.

The drug war

A permanent armed conflict between the government and drug traffickers, left-wing guerrilla groups and right-wing paramilitary groups has plagued Colombia for the last 50 years. It started as a political conflict between opponent parties, but eventually worsened involving the ever more powerful drug traffickers, as the flourishing drug trade made Colombia a major supplier of cocaine to the US and then to Europe. Big cartels were in time dismantled by the government, leaving room to smaller groups of traffickers whose businesses sometimes clashed, sometimes worked along with the guerrilla and paramilitary groups. Currently, there are an estimated 300 active drug trafficking organizations in Colombia, making massive profits by producing and shipping Cocaine to the industrialized nations.

According to a BBC report, human rights advocates blamed paramilitaries for massacres, disappearances, cases of torture and forced displacement, while rebel groups have been accused of assassinations, kidnapping and extortion. The government was deemed responsible of human rights violations in several occasions, too. The Colombian population continues to protest vehemently to put an end to a conflict that has claimed over 220,000 lives so far, the majority of which were civilians. The government claims that the country's security is for the largest part restored, and that only small local enclaves still continue the fight.





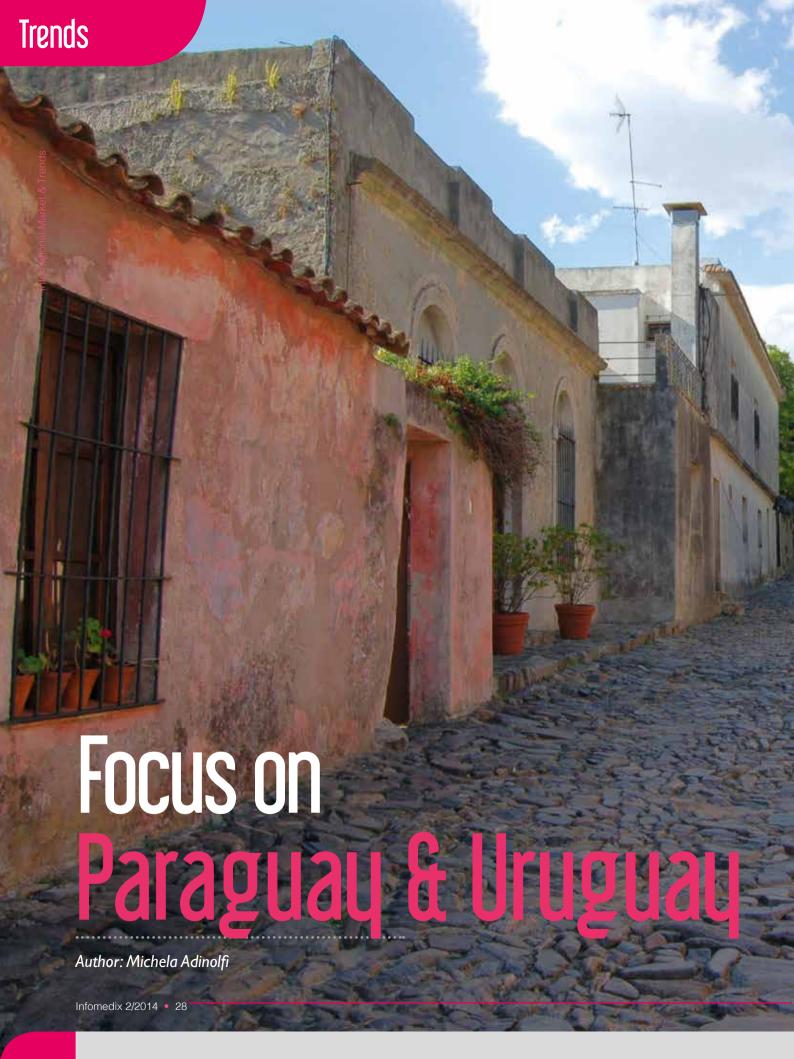
GMM, know-how and innovation in diagnostic imaging

GMM range of products includes cutting-edge solutions for any need in both conventional and digital radiography applications: extreme user-friendliness, reliability and safety in any diagnostic procedure for the utmost accuracy and precision in diagnostic results:

- remote-controlled R/F systems (with analog and digital imaging system and flat panel detector);
- analog and digital radiographic systems, DR systems;
- specialized X-ray equipment (C-arms, mobile units, mammography systems).



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Trends

ruguay and Paraguay are two of the smallest countries in South America. They share some resemblances, such as the dualistic political party tradition and their being dragged into the complex interactions between the two giant neighbours, Argentina and Brazil, but also great contrasts in terms of social development, economic progress, and political evolution. Even geographically an historically they are very different; the isolated and landlocked Paraguay was colonized much earlier than Uruguay, and has a major mixed "mestizo" population, while Uruguay's inhabitants are largely of European origin. Economically, the two countries are also different: while Paraguay is one of the poorest Latin American countries, Uruguay is one of the richest in per-capita terms. But again some similar fundamentals are the lack of valuable mineral resources, and a small industrial infrastructure and domestic market, with an economy dominated by agricultural exports.

Despite the broad categorizations, therefore, these two countries are evolving and moving away from stereotypes: Paraguay is no longer overwhelmingly rural, traditional, and authoritarian, while Uruguay no longer conforms to the old myth of a democratic antithesis of Paraguay.

Paraguay

Location and geographic profile: Paraguay is a landlocked country in the central part of South America, bordering with Bolivia, Brazil and Argentina. It is divided into two main regions by the Paraguay River: the western region, dominated by the Chaco plain, and the eastern region which includes the main cities and primary road networks.

Year of independence: 1811 Government: republic Capital: Asunción

Population: 6.687 million, concentrated in the capital and southeastern region. In contrast with other Latin American countries, the rural component is still strong (40%), but generally poorer than the urban population.

GDP per capita: US\$6,100 (Purchasing Power Parity, 2012) Language: Spanish, Guaranì

Historical background: the original inhabitants were the Guaranì, whose language is still widely spoken in contrast with other Latin American countries (98% of the population). The Spanish colonization began in the 16th century and ended in 1811, but throughout the 19th and 20th century the country was ruled by a series of authoritarian regimes. The was the military dictatorship of Alfredo Stroessner, who was overthrown in 1989 after more than 30 years of rule during which Paraguay became increasingly isolated. Only in 2008 Stroessner party lost power to its centre-left opponent.

Economy: Since the early 2000s the country has opened up its economy and after an average GDP growth rate of 4.7% a year since 2003, it scored a record 14.5% GDP growth in 2010, the largest in Latin America. Although the trend turned negative at -1.2% in 2012 due to a severe drought that affected the key agricultural sector and its exports, it recovered last year with over 13% growth and GDP worth over US\$25 billion. Low inflation and strict fiscal policies benefited the overall macroeconomic stability, allowing the IMF to forecast a healthy 4.8% GDP growth in 2014.

Despite the considerable economic growth, and major social reforms (including free access to primary healthcare and basic education, and cash transfer programs targeting disadvantaged groups) poverty and inequality in Paraguay remain among the highest in South America. According to the World Bank, one third of the poulation is categorized as poor and one fifth as extremely poor:

Main investment incentives: Income tax rate 10%; two free trade zones in the Alto Paraná region close to Brazil and Argentina's borders; "maquila" industry law granting exemption from MERCOSUR common customs tariff on import of goods (or services) to be assembled, repaired, improved, worked on or processed with the purpose of being re-exported.

Healthcare system: The health system is highly decentralized, and is divided into three sub-sectors (public, semi-public and private) and four levels of care, from the basic health posts for remote rural communities to fourth service level institutions, located in Asunción, providing both comprehensive healthcare services and specialized treatment. Since 2008 public services in the Ministry of Public Health and Social Welfare network are free of charge. The semi-public IPS (Social Security Institute), financed by employee and employer payroll contributions, cover approximately 1.2 million people, while about 7% have private coverage.

Uruguay

Location and geographic profile: Uruguay lies in the southeastern part of South America, bordering with Brazil, Argentina and the Atlantic Ocean. Although it is the second-smallest country in South America after Suriname, it has an important fluvial network (Río de la Plata, the Uruguay River, the Laguna Merín and the Río Negro) and fertile coasts.

Year of independence: 1825 (1828 recognized)
Government: Republic

Capital: Montevideo

Population: 3.4 million, about half living in or around Montevideo. Most inhabitants are of European origin (mainly Spanish and Italian). Although the large middle class and better equality in income distribution than in neighbouring countries, the largest share of the poorest group is composed by the minority of people of African or mixed European-indigenous origin. The 98% literacy rate is among the highest in Latin America.

GDP per capita: US\$16,200 (Purchasing Power Parity, 2012) **Language:** Spanish

Historical background: The colonization era saw the country contended between Spanish and Portuguese and then also the British in the 18th century. After a 20-year conflict Uruguay was recognized as an independent State in 1828, but a conflict between the two factions of land-owning Blancos (whites) and urban Colorados (reds), in which also other nations intervened, lasted for almost all of the 19th century ("Guerra Grande"). During the 1970s urban guerrilla movements arisen by worsened economic situation clashed with the government who eventually installed a repressive military rule until 1985. During the 1990s, several economic, political and social reforms were introduced. After a period of crisis in early 2000s, Uruguay's economy recovered. It is worth noticing that the advanced education and social security systems and liberal social laws have earned the country the names of "Switzerland" or "Netherland" of South America.





Economy: Uruguay has traditionally been more affluent than other countries in South America, with GDP estimated at US\$53.5 billion, and it was the first nation in Latin America to establish a welfare state. It was the only country who did not fall into GDP recession during the international financial crisis in Latin America. In 2013 GDP grew by 4% and the IMF expects the rate to decline slightly to 3.5% in 2014, marking the 12th year in a row of continued growth. Livestock, agriculture, banking, tourism and IT are the most important economic sectors.

Main investment incentives: The Investment Promotion Regime guarantees equal treatment of both foreign and local investors. Tax exemptions and benefits include 20% to 100% business income tax exemption on a percentage of the capital invested. Moreover Uruguay allows free repatriation of capital and free access to the exchange market. The partially dollarized financial system and the sound banking system add to the attracting factors. Uruguay also offers free zones, temporary admission and free ports and airports as well as investment promotion and protection agreements with 30 countries including Spain, the US, Finland, France and the UK. The 2011 approval of the legal framework for the regulation of public-private partnership agreements impulsed infrastructure investment projects including health centres.

Healthcare: Uruguay has both a public health care system for people who cannot afford to pay for private health care, a number of private health insurance options, and the FONASA which is a state-run fund collecting a percentage of workers salaries (depending on income and household composition) and financed also through general taxation. The pooled resources are used to pay the 42 health providers, called policinicas, largely private institutions contracted by the public system. As a consequence of the introduction of FONASA, the number of people able to access the private sector has increased, and about 87%

of FONASA affiliates tend to choose a private provider. In particular, the percentage of people under 18 that are treated privately has doubled between 2006 and 2010, and in the same period the two lowest quintiles that use private institutions has increased from 3 to 7% and from 10 to 15% respectively.

Sources

Introduction

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Paraguay

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Close up of calabash cup with spill of yerba mate tea and straw. Daniel Korzeniewski / istock

Regulatory update:

FDA's Unique Device Identification (UDI) System



n 2007 FDA was required to develop a UDI system. During the year 2012, comments to the proposed regulation and additional requirements were collected and in 2013 the final UDI system rule and a draft Global UDI Database (GUDID) Guidance, describing how the UDI database should work, were published. The most relevant elements of the final UDI regulation are

reported in the below summary extracted by the FDA's presentation of the final rule.

Establishing the UDI system

The UDI system is a combination of 4 distinct steps:

- I. Developing a standardized system to develop the unique device identifiers (UDI) $\,$
- 2. Placing the UDI in human readable and/or AutoID on a device, its label, or both
- 3. Creating and maintaining the UDI Database
- 4. Adoption and Implementation

What is the UDI?

- It is an alpha-numeric or numeric code placed on a device label, its packaging, or on the device itself, represented in both plain text and machine-readable format.
- It is composed of two parts: the Device Identifier, which is specific to a particular version or model of the device, and the Production Identifiers, control mechanisms used on a label or device itself such as lot/batch, serial number, manufacturing date, expiration date.

The UDI final rule does not require any particular Production Identifiers to be used, but whatever they are, they should be used in the UDI.

Developing the UDI

The UDI will be built according to one of the accredited standards organizations. The three organizations with whom the FDA has cooperated, and that are expected to submit requests for accreditation, are GS1, HIBCC, and ICCBBA. Manufacturers will choose to work with one or more of these issuing agencies to develop a UDI according to their standards, in the same way as they create and maintain the Device Identifiers and the Production Identifiers for their devices.

The standardized date format

According to the UDI final rule, if the label includes a date (e.g., expiration), the format is all numeric: YYYY-MM-DD (ISO 8601 format). The day must always be included. If a device is exempt from UDI requirements, date formatting will apply within 5 years after publication of the final rule. Combination products with NDC number are exempt from this requirement.

UDI application

- The UDI is applied to the so-called "base package," which is the lowest level of packaging that is required to have a full UDI, as well as to higher levels of packaging.
- It should be located on the label of the device and both human readable and encoded in some form of automatic identification technology such as bar codes, linear or two-dimensional, or RFID technology. However, FDA does not specify which technology should be used.
- In addition to the label and packaging requirements, Direct Marking is required for all devices that are intended to be used more than once and "reprocessed" (cleaned, disinfected or sterilized) before each use. Implantable devices are not subject to DM.
- Stand-alone softwares, due to their virtual nature and the lack of the label as it is traditionally intended, are required to provide the UDI from the software itself. The UDI must be available to the user, for instance in a help screen or an about screen. It can either be the same or different as the UDI that's on the label or package of that software, and the compliance dates are the same as for other classes of devices.

Direct Marking exceptions

Any manufacturer who wishes to submit an exception request can follow the guidelines that are listed in the final rule, and FDA will act on that exception within 30 days. Manufacturers who believe that they cannot directly mark their product needs to note that in the design history file of their device and if they take advantage of one of the Direct Marking exceptions:

- I. The Direct Marking would interfere with the safety or effectiveness of the device;
- 2. Direct Marking is not technologically feasible;
- 3. The device is a single-use device;
- 4. The device has been previously marked.

FDA may initiate or grant an exception on its own, or in response to a submitted request. At the same time, FDA may also rescind an exception or alternative. Any manufacturer may take advantage of an exception or alternative granted to another manufacturer for a particular device type, for that same device type.

Certificates

Exemptions from UDI requirements

There are a number of exemptions for products in the UDI rule. The most relevant are:

- Class I devices do not need to include production identifiers in the UDI, so it would contain only a Device Identifier for Class I devices.
- Class I devices labeled with a Universal Product Code (UPC) can use it as its UDI and do not need to have an additional UDI on their label, but they must comply with all the other UDI requirements, including Global UDI Database submissions.
- A group of good manufacturing practice exempt Class I devices are included in a list published with the final rule, and these devices are exempt completely from UDI requirements, but they must comply with the standardized date format.
- Individual single-use devices, distributed together in a single device package, "intended to be stored in that package until removed for use, and which are not intended for individual commercial distribution or sale", do not need to have the UDI on the individual device itself. Rather, the UDI can go on the next higher level of packaging. This applies for all classes of single-use devices, but it does not apply to implants.

Global UDI Database

Device manufacturers will be required to submit information to the UDI database. For each device identifier, the manufacturer will submit this information to the database. FDA is not collecting Production Identifiers in the UDI database; it is rather a static device identification information, aimed to know whether somebody would expect to see a lot number or serial number or expiration date on the product, and not to collect the actual Production Identifiers in this database.

For each Device Identifier, the labeler will tell FDA:

- 1. The proprietary trade or brand name of the device;
- 2. If this is a new version or model of the device, the previous Device Identifier:
- 3. If the device is directly marked, the Device Identifier, if different than the one that is used in the labeled device (the manufacturer may choose to use as a Direct Mark either the same or a different Device Identifier from the one on the label of a Direct Marked device);
- 4. The size of the particular version or model, if it comes in multiple sizes:
- 5. The type of production identifiers that are on the label;
- 6. The FDA premarket submission and listing numbers for this particular device, or if it is exempt;
- 7. The Global Medical Device Nomenclature, GMDN preferred term (FDA will provide free access to GMDN preferred terms within the Global UDI Database data submission process);
- 8. The FDA product code or product codes that are used for this particular device;
- 9. The number of individual devices in each device package;
- 10. Its commercial distribution status (is it currently in commercial distribution or has it ceased?)
- II. Information about the base package and Device Identifier for higher levels of packaging;
- 12. Whether or not this particular product is a kit, a combination product, or a tissue product;

- 13. Whether the device is labeled as:
- sterile
- needing to be sterilized before use (if it does, what sterilization methods can be used)

containing natural rubber latex

- MRI compatibility status (safe, conditional, unsafe), if it's labeled as such
- prescription and/or over-the-counter

Definitions

Labeler: The "labeler" is the person who is responsible for UDI. This means, any person who causes a label to be:

- applied to a device with the intent that the device will be commercially distributed (was in interstate commerce); or
- replaced or modified with the intent that the device will be commercially distributed.

Version or model: The definition of version or model is the trigger for when a new Device Identifier is required: "When a change to a device results in a new version or model." A version or model means all devices that have specifications, performance, size, and composition within limits set by the labeler. So if the manufacturers believe that the changes they made created a new version or model of the device, they need to assign a new Device Identifier to it.

Important notice: there is no relationship between when a manufacturer decides to create a new device identifier and any 510(k) (premarket submission) requirements that the manufacturer may have.

UDI requirements for Combination Products

All combination products must have a UDI.

- If it does, the device constituent parts are exempt and UDI is necessary only on the combination product itself.
- A combination product that has a properly labeled NDC is exempt from UDI requirements. However, device constituents must have their own UDI, unless the combination product is a single entity (meaning that the device constituent parts are physically, chemically, or otherwise combined in a way that you can't separate those or use the device separately from the combination product).

UDI requirements for Kits

The final rule requires a UDI on the kit itself. In details:

- \bullet It requires the label and each device package of the kit to bear their own UDI
- As long as label of kit has UDI, any devices within the kit are exempt from UDI.

NDC/NHRIC numbers

Any NDC (National Drug Code) or NHRIC (National Health Related Items Code) numbers that are currently used on the device may no longer be used, as they will be rescinded five years after publication of the final rule, whether or not the device is subject to UDI. So even those devices that are exempt from UDI may no longer use an NDC or NHRIC number on the device 5 years after publication of the final rule.

However, those manufacturers who are using their FDA-issued NHRIC labeler codes may continue to use them, provided that they intend to continue to use it and that FDA is informed within maximum one year. The manufacturer needs to disclose the presence of the AIDC technology on the label if it's not apparent to the user.

Compliance Dates

The dates when the labeler is required to comply with UDI requirements differ according to the risk-based product class. They are calculated within one or more years starting from the publication of the final rule:

- I year: Class III devices and devices listed under the Public Health Service Act:
- 2 years: Class II implants and life-supporting, life-sustaining devices (there is a list of these devices by procode published with the final rule);

- 3 years: the rest of the Class II devices;
- 5 years: Class I devices.

The final rule has only two effective dates:

- 30 days after publication for exception requests and for issuing agencies to submit a request to become accredited.
- 90 days for all the other requirements.

For Direct Marking, compliance dates are extended by 2 years, except for devices subject to FDASIA (Food and Drug Administration Safety and Innovation Act), which fall into the year-2 implementation time-frame. For those devices, if they are subject to the Direct Marking, it has to take effect at year 2 just like the other requirements.

Exceptions

- I. FDA may grant a I-year extension of the compliance date for class III devices or a device licensed under the PHS Act, if deemed to be in the best interest of the public health. The final rule lists the process for submitting a request for this extension.
- 2. FDA provides an exception to the compliance date for existing inventory, that is, a finished device that is manufactured and labeled prior to the compliance date. These products can be distributed for additional 3 years beyond the compliance date for the particular class of device.

NOTE: The following article summarizes the content of a presentation by Mr Jay Crowley, Senior Advisor for Patient Safety, Food and Drug Administration.

Original presentation available at http://www.fda.gov/downloads/Training/CDRHLearn/UCM311629.pdf

Transcript available at http://www.fda.gov/downloads/Training/CDRHLearn/UCM311634.pdf



The "basic 56" Principles for Startups

The following article features 12 of the 56 principles



his article wants to set the 56 principles that you have to consider to build and to measure your business about a Startup. We'll apply them in marketing areas, economics, relationship opportunities, financial, Web and Social Media strategies, learning activities and so on.

Before you go on reading, make sure you have a firm grasp on two key issues.

1-You want to make sure that all of your marketing strategies identify and build upon what makes your business unique in your space - so identify what those characteristics are and keep them in mind as you plot out your tactics.

2- Identify what the goals of your marketing strategy are to gain social followers, convert prospective customers into purchasing customers or merely increase brand awareness. Knowing exactly what you want to gain from your marketing efforts will help you choose the best tactics.

The first 12 of 56 principles

During Startups there are many situations to generate a lot of worry. About launching, finding and securing funding, hiring great staffers... So, the customer service could be considered in the wayside. Attention, if you don't want to have problems with your startup, remember that in order to be successful, offering the best customer service is essential. Otherwise the finances and the new brand will be suffering to obtain the ROI (Return On Investment).

I- Users expect very fast answers from you

In 2014 you have to meditate that most brands have social media platforms now. So, many things have changed due to the increased importance of customers' voice. As far as the opinions are concerned, whether they are formed on Facebook or Twitter, however on the Internet, you have to anticipate that they want a fast reply.

Everybody needs answers very fast, but the more so during startups, when your brand isn't enough consolidated yet. If you think that customers who use social media for customer service expect a reply from you within an hour... It is another reason for going towards customer service direction. Apparently, during your company's startup your brand isn't so famous to support any answers, but you have to considerate that about a quarter of users can wait the rest of the day to receive your answers. This is the reason why startups must monitor online conversations and answer users fast.

2- At the beginning your product probably isn't perfect

Abundantly obvious, that many betterments are possible. It's normal, that's OK. Startups are startups for many reasons, some of these improvements depend on the product, and other depend on services you offer into your value pack to compete with one another. It's normal at the beginning that users become impatient if your customer service platform is not perfect.

They know what went wrong will be fixed. When a startup launches, sometimes businessmen rely on users to identify faults, which can be great feedback for the company. Those users deserve something in return, they could be an opportunity however. You have to contribute information, communications and solve problems.

3- Starting, you need opinion leaders and first adopters

Every startup needs those starting Opinion Leaders and first Adopters who buy (and use) your products and your services, even when they aren't perfect. Startups must treat those customers with special care. Also remember that customers are twice more likely to share bad customer service experience than a good experience. Furthermore, it takes 12 positive customer experiences to make up for one negative experience, according to the Law of Pareto. Getting one bad review early, you damage your brand.

There aren't best investors looking for valuable startup like your Opinion Leaders and first Adopters. They are also financially effective for your company. A great customer service means advertising effectiveness and financial assistance for every startup.

4- Remember: above all you can't afford to lose customers

There is a risk that consumers will stop doing business with your company after poor customer service and for startups, that would be a huge loss. Customers can spread the word about the company. While established companies have the luxury of being able to lose a few customers, startups simply do not. In all, 55% of consumers would pay more for better customer experience, so startups can capitalize on this by offering awesome customer service right out of the gate.

Today the competition is very hard during the startup. In each country in the world, having fast and efficient customer service is one thing that can set your startup apart. I should work you to my way of thinking that every day we are inundated by brands fighting for our attention. How can you possibly make your startup top of mind? Marketing your startup in today's competitive business economy is undoubtedly difficult. There are steps that you can take to make sure your startup gets a fighting chance at success.

5- The focus is on your target customer

Frequently during the first start marketing, it is easy to get overzealous and wanting to reach out to everyone at once all the time. However, it is important to stay focused. The priority is only to reach your target customers who are most likely to help establish and grow your business. Rather than trying to attract any potential customer, be all over in on a target segment that will help you reach your short-term goals. Maybe this target segment is made up of early adopters, who you think will buy your product quickly - or quite simply, they may be a target audience you know how to reach. Whatever the case, staying focused will help you reach your target customer more efficiently and it is a better use of your limited resources.

6- It is very important to build strategic partnerships

From point 5 (The Focus is on Your Target Customer), aligning your-self with an established brand will help your startup gain credibility. For example the Dentistry Association, Industry Association, otherwise Scientific Societies. Choose a form of communication that shows your enthusiasm about complementary services so that you can refer to your strategic partners. You can always consider implementing a referral fee on both sides, so that there is a monetary incentive on top of the new business partnerships that each of you will bring in.

7- Engage in community development

Getting specific and dedicated news magazine into the referral market is a great way to raise awareness about your brand. Participate to specialized newspaper or specific congresses organization and tell them about your new business development. This is also another concept to convince the market why your business is worth their time and energy, so you can speak directly with your customers. You also need to contact Universities or Colleges, and see if they would be willing to publish your story in their student newspaper or website. Universities love to report on alumni who are doing cool things after graduation, so it never hurts to ask them about your new business development.

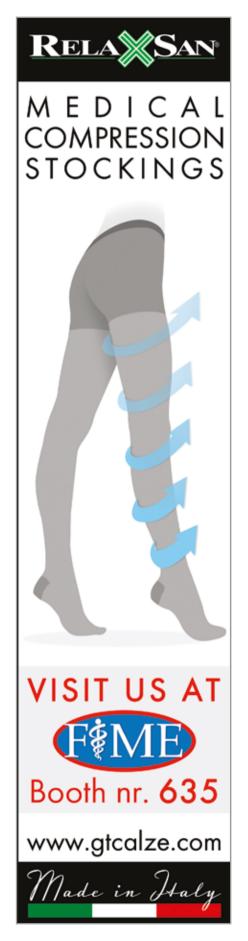
But the best way to market your startup through community outreach is by sponsoring local events or competitions. It may be possible to look for investors' awareness. It's very, very important that you look for research bloggers (Key Opinion Leaders) too, and send them a product to review. You should also provide them with a referral link for their review post so you can add to your ROI.

8- Lastly, you could offer to.... Incentivize people to share to conquer the market.

If you want consumers to talk about your product or service, there's nothing quite like giving them an incentive to do so. Offer an immediate discount, if they write or speak or post, or Tweet... or ask them to post about your product or service on Facebook.

9-Through a contest.

Another way to incentivize your customers is through a contest. Give a premium, find the winner! You can embed the possibility to win a premium anywhere, including your own site, then you can pick a winner at the end. In order to incentivize your customers to participate, explain to them the actual value of you products or services for them. This is another way to explain your products and services.



10- Develop the content of your brand.

This is a fundamental point and it represents more than a long-term strategy. Pointing to the content of your Brand is the real way to success. Developing your Brand content is a phenomenal way to market your startup. If you're working with a small team and you just don't have many customers who write custom content, don't wait a few months until you are a bit more established, start immediately yourself to write opinions on Internet. Positioning your Brand is the only one great way to align your company and if you have something intelligent to propose to enter in the market like a protagonist, do it.

II- Release an article about problems that the market has. Customers understand if you know the market.

The important thing to remember is to release an article, about once every three months, where you reflect on issues that your industry is facing with some thoughtful commentary and analysis. Also remember that it's very important to do researches or conduct market surveys and publish the more relevant findings. In fact, the most unique the information is, the more likely it will be to earn the attention for your Brand.

12-The Power of Social Media

Today you cannot afford not to use Social Media. It's obvious that one of the tactics for your marketing, when you develop your startup, is using social media. However, there are right and wrong ways of using social media marketing. In this case it's very important that you explain

how you are engaging with your customers. Don't use your Twitter and Facebook platforms only for promotional information about your company. Instead, post interesting and shareable information. You want the content you offer to have value — it's crucial to know your audience so you can give them information that is either helpful, interesting - or both

Remember that the platforms are not all the same. You should always consider which platforms make the most sense for your startup. For example, if you offer a service that is best expressed by sharing information, develop a strong Twitter or Facebook presence. With Twitter in mind, be sure to use it to engage B2B as well as B2C. Thank anyone who mentions your business in their articles, and even engage with your competitors from time to time - this puts your brand on the map, and can bolster relationships with people in your industry.



For more information contact magazine@infomedix.it



Four Costa Rican Ministries To Start Purchasing Through Digital Platform

our ministries were the first institutions of the central Costa Rican Government to start using the unified public purchase system "Mer-Link". This step came almost six months after President Laura Chinchilla declared that central Government should join this platform for a more transparent purchase of goods and services.

The ministries involved are the Ministry of Economy, Industry and Commerce, the Ministry of Health, the Ministry of Education and the Presidency, who add up to autonomous and decentralized institutions and municipalities that are already using this channel.

According to the decree signed by the President, the 100 institutions of the central Government, including ministries and their subsidiaries, must be ready and able to begin their administrative contracting process by means of Mer-Link by the end of April. It has been calculated that by using the electronic platform over a one-year period, the savings for the whole central administration might be worth \$30 million.

"By adopting the Mer-link unified purchasing system, these four ministries are marking an important step towards the research of more transparency, economy and efficiency in the process of procuring goods and services, as well as towards facilitating the procedures for suppliers and citizens"

Gustavo Morales, Mer-Link manager



"By adopting the Mer-link unified purchasing system, these four ministries are marking an important step towards the research of more transparency, economy and efficiency in the process of procuring goods and services, as well as towards facilitating the procedures for suppliers and citizens," said Mer-Link manager Gustavo Morales.

President Chinchilla stated that an ever-more inclusive digital society is building up through the digitalization of service provision, resulting in a government with opportunities for transparency and accountability that were once unthinkable of.

Benefits

Among the advantages of implementing the electronic purchase system for Government ministries, there is the reduction of paper documents, resulting in a reduced risk of their manipulation. The use of a unified product code guarantees the transparency of the purchase as well as more efficiency during the different steps of the buying process. The institution of a unified registry of suppliers for the whole State brings more participation from different providers and in the end results in a wider offer and in more competitivity.

Moreover, the increased transparency in the contracting process, although the whole documentation of the purchase from the start to the closure of the contract may be consulted by everyone on-line at any moment, save much physical room inside the institutions, reduce paper consumption and fuel necessary to deliver written communications and telephone bills. The ability to issue data and statistics useful for decision-making and the use at a national level of a single electronic purchasing system also position Costa Rica in a forefront position.

The public purchase system Mer-link includes 96 buying institutions, representing more than 80% of public government purchases, and a register of 7,553 suppliers and 11,282 system users. The platform has carried out 5,828 online contracting procedures, with allocations worth of total \$183 million, generating around \$17 million savings for the State.

Original article:

MEIC, Salud, Educación y Presidencia inician compras en plataforma digital Mer-Link", El Financiero, April 3rd, 2014 — own translation

Show Reports

Innovation - Modern Practices - Quality Health Care

May 21, 22 and 23 are the new dates this year for **BUL-MEDICA** / **BULDENTAL** – the international exhibition dedicated to innovation in medicine, the best practices and fruitful meetings between the medical specialists. The organization of the 48th edition of **BULMEDICA**/**BULDENTAL** is in progress. During the last year the exhibition brought together producers, retailers, distributors of medical equipment, scientists and medical practitioners from four continents. The results were impressive - 194 exhibitors from Bulgaria and 16 other countries presented products and services by 655 Bulgarian and foreign companies from 46 countries. They transfer the world of nowadays medicine at a space of nearly 10 000 sq. m. in Inter Expo Center – Sofia.

The exhibition was visited by 11,850 physicians and dentists, dental technicians, nurses, managers of hospitals, diagnostic and consultative centers, medical and dental clinics, stakeholders from the sector that have attended the previous edition of the event. The forthcoming exhibition will promote high-end equipment and medical devices for diagnosis and treatment, for emergency care, innovative technologies in orthopedics and rehabilitation, new reagents, consumables and other specialized products for medical care and treatment.



Innovation in dentistry and dental technology will once again provoke the experts' interest towards the latest novelties in equipment, devices, tools, materials and ergonomic furniture of dental practices and dental laboratories. This year, the majority of traditional participant, as well as new companies, will enrich the range of exhibits, while the best practices in the diagnosis and treatment will be made available to more specialists from the medical profession. Foreign companies maintain a constant interest in **BULMEDICA / BULDENTAL** and months before the event applications for participation have already been made by a number of companies from Germany, Hungary, Russia, Poland, Israel, Pakistan, Slovenia, Romania, Italy, Sweden, South Korea, Greece.

Workshops, seminars, professional debates, foreign company missions with business representatives, presentations of modern equipment, latest generations of products and services in medical practice will comprise the attending program during the exhibition. The special edition of **BULMEDICA / BULDENTAL** - today business guide, presenting novelties during the exhibition days, will be disseminated among specialists beforehand, containing practical information for participants and visitors of the forum.

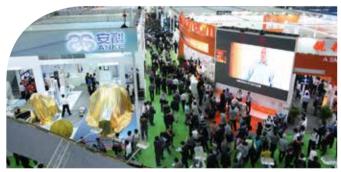
MEF 2014

Under the background of deepening healthcare reform instructed by Chinese government the 7 lst China International Medical Equipment Fair (CMEF) will be once again held from 17th to 20th April 2014 in the beautiful opening forefront city Shenzhen. As Asia Pacific's biggest medical event CMEF covers the entire value chain of medical devices products and relative services including medical imaging, IVD, medical IT, operating room equipment, orthopaedic, rehabilitation, Medical electronics, Medical optical, Hospital equipment and Medical consumables.

Over 2,800 exhibitors from 26 countries and regions will showcase a comprehensive selection made of the latest innovations and hi-technologies available in the region. 150,000 visits from over 140 countries and regions will be expected. Alongside **CMEF**'s sister show ICMD will be held at the same venue, which focuses on the up-stream

industry of manufacturing medical equipment and exhibits will include industrial design, electronic components, medical sensors, connectors and OEM parts; packaging equipment and materials, motors, pumps and motion control parts; equipment processing, OEM and products services. By providing the opportunity for business and trading **CMEF** also plays the role of leading ideas and exchanging thoughts among medical professionals especially in the imaging and IVD sectors.

The theme of the CIMIS Forum in 2014 will be "target imaging", which is a common topic and cutting-edge fields among radiology, ultrasound and nuclear medicine. At IVD Summit 2014 professionals will discuss the development trends of IVD sector and how to make profit in the near future. The new ICMD forum will focus on the newest technologies on designing and manufacturing medical equipment to establish an interactive platform for exchanges among medical equipment manufacturers and OEM suppliers so as to promote the innovation and development of the medical equipment manufacturing industry.



www.cmef.com.cn

www.bulmedica.bg

Cosmofarma 2014

Cosmofarma Exhibition is back in Bologna from 9th-11th May 2014

The pharmacy world's leading event in Italy, and one of the most important in Europe, unveils its new edition with a new theme: PHARMACY FOR ALL AGES, PHARMACY FOR ALL.

This theme aims to emphasise the event's pivotal role for all the businesses in the industry, from start-ups to established concerns, and for all qualified operators, providing concrete solutions for all the sector's needs.

Cosmofarma Exhibition really is the hub for the European pharmacy world. The figures from the previous edition reflect its massive success, with 24,200 visitors and over 500 brands represented, and the new features for 2014 promise another extremely exciting event.



The main aim of **Cosmofarma Exhibition** is to facilitate meetings between operators in the pharmaceutical sector and businesses. The event is a vast showcase for the most innovative products and provides an efficient opportunity for companies to do business and for institutions, professionals and manufacturers to network. Exhibitors will be able to display their new products, learn about their customers' needs and respond to their requests, while the profiled and qualified audience of visitors will be able to meet firms' representatives responsible for establishing new contacts and partnerships and keep up to date with all the innovations and changes within the sector.

In addition to this, **Cosmofarma** is setting itself up as a vehicle for international business. For the second consecutive year an intensive International Buyer Programme will be in operation: **Cosmofarma** will be welcoming profiled buyers from over 20 countries in order to set up targeted meetings with exhibiting companies expressing an interest in them. This extensive research and matching programme will result in over 600 b2b meetings. Special attention will be paid to buyers from the Balkans, North Africa, Eastern Europe and the Middle East, markets which are all experiencing a particularly active period.

We look forward to seeing you in Bologna from 9th-11th May for Cosmofarma Exhibition.

www.cosmofarma.com

Get Insight of the Rich Dermatology Market at Dubai Derma 2014

When you talk about an industry that is valued at \$65,991 million during 2009, then it is not surprising that the global skin care market and cosmetic industry is wealthy when compared to other industries. According to Skincare: Global Industry Guide; the global skin care market grew by 4.2% in 2009, and it is expected to increase by 21.4% in 2014 reaching \$80,128 million.

Dubai Derma 2014

The skincare market is not limited to facial and body care it also includes nails and hair care. It consists of the retail sale of all of these including the depilatories and makeup remover products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used have been calculated using constant 2009 annual average exchange rates.

This industry has achieved the fascinating attention that it deserves from both genders and from all parts of the world. Many countries have given the dermatology sector a special interest and many conferences and exhibitions were held in all parts of the world to discuss the latest treatments and methods practiced by experts around the globe. Dubai however took the lead in organising the largest and premier event that is specialised in dermatology and skin care in the Middle East and North Africa; The **Dubai World Dermatology and Laser Conference and Exhibition (DUBAI DERMA)** now on its twelfth year.

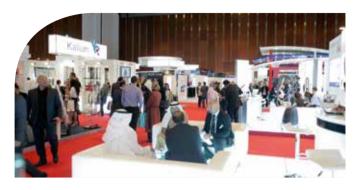
Dubai DERMA is held under the patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of the Dubai Health Authority. It is organised by Index Conferences and Exhibitions Organisation Est. – a member of INDEX Holding in collaboration with the Government of Dubai, Dubai Health Authority and the International Academy of Medical Specialization.



Dr. Ibrahim Galadari, Professor of Dermatology at the UAE University and Chairman of Dubai Derma Conference said that: "The continuous success achieved by the **DUBAI DERMA**Conference and Exhibition over the past fourteen years reflects the prestigious status of the conference as a unique platform for doctors and specialists in the field of dermatology. In addition, the increasing number of participants that **DUBAI DERMA** achieves every year is an indication of the international prominent reputation of the emirate of Dubai as a regional hub for international companies to promote their products from Dubai to the region."

Show Reports

The **DUBAI DERMA** conference and exhibition is an outstanding opportunity for dermatologists and students of dermatology to participate in the different scientific activities that are held during the three-day event. "**DUBAI DERMA** provides immense opportunities to meet industry leaders, experts and dermatologists around the world. The conference provides the participants with an update on the latest advances and practices in dermatology, laser treatments, anti-aging, skin and hair care, amongst others in this broad field." Said Dr. Galadari



The **DUBAI DERMA** scientific program will discuss; Aesthetic Medicine, Anti-Aging, Best Practices for 2014, Body Contouring, Cosmetic Dermatology (Peeling, Filling, Botox & Laser), Cosmetic Dermatology: Controversies and Truths, Dermatological Therapies, Dermatology Science, Dermatopathology, Facial Rejuvenation Techniques, Hair and Nail Therapies, Latest in Dermatopharmacotherapy, Latest in Medical Dermatology and Research, Liposuction, Plastic Surgery for the Dermatologist and Psychodermatology.

Dr. Abdul Salam Al Madani, Executive Chairman of **DUBAI DERMA** and Chairman of Index Holding announced that over 100 prestigious speakers from the United States, Europe, Asia and the Middle East who are professors and doctors of all fields of dermatology will deliver novel lectures and scientific researches during the Dubai DERMA 2014 conference. He also revealed; "this year we are expecting more than 8,000 Regional & International Dermatologists, Laser Specialists, Aesthetic Surgeons and Dermatological Practitioners to attend the Conference and visit the exhibition.

With more than 350 companies on board, the organisers are promising the trade visitors and specialists to be introduced to over 700 international brands. It will be an excellent networking opportunity as more than 83 countries are represented in the glamorous event. In addition, a number of company symposiums and practical workshops specialized in cosmetic surgery featuring the latest technology will be running parallel to the conference under the supervision of the exhibiting companies.

www.dubaiderma.com



Companies from 37 countries and 90,000 professionals participate in the HOSPITALAR fair looking for business, opening new markets, networking and recycling in the healthcare industry

HOSPITALAR Fair and Forum is the most important annual get-together for the healthcare market and professionals in the Americas. The event brings together companies that showcase rollouts in equipment and the best solutions in healthcare as well as the Forum with over 60 simultaneous events

Hospitalar 2014

From May 20 to 23, healthcare industry businessmen and professionals will gather in São Paulo/ Brazil to participate in HOSPITALAR 2014 - the 21st International Fair of Products, Equipment, Services and Technology for Hospitals, Laboratories, Pharmacies, Clinics and Medical

Offices. The largest healthcare fair and forum in Brazil and the Americas, the event held at the Expo Center Norte showcases rollouts in products, equipment and services, as well as debating trends in healthcare service management and development, fostering discussions and the exchange of experiences that will have an impact on improving the global healthcare system.



With the participation of 1,250 exhibitor companies, the 2014 edition is gearing up to host over 90,000 visitors, including international buyers and distributors, sector industries, managers of hospitals and clinics, nurses, physicians and professionals from the medical field in general. "The fair brings together leading brands and major decision makers in the healthcare supply chain. It is the most important business and discussion platform in the industry in the Americas", says physician and president of HOSPITALAR, Waleska Santos.

The e-health sector, the highlight among healthcare institutions, is also represented at HOSPITALAR, through the Digital Health Show. The space is reserved for the rollout of products, new businesses and best solutions and trends in Telemedicine, Telehealth and Information Technology for Healthcare, in addition to professional recycling through the Digital Health Seminar.

Thanks to increasing public and private investment, the Brazilian healthcare sector has grown in recent years, showcasing the country as the largest and most important in Latin America to the entire international scenario. The market for medical and hospital products, materials and equipment, as well as diagnoses, underscores the development of this positive scenario, with growth of 4,2% in the first half of 2012 in relation to the same period of 2011.

The industry also registered significant growth in the creation of new jobs, namely 8,200 vacancies between January and June 2012, a rise of 8% over the second half of 2011.



The increase in the population's purchasing power, combined with the significant decline in the level of unemployment, has created greater demand for private healthcare services, for example, through the purchase of healthcare plans, which has provided an added boost to the market as a whole.

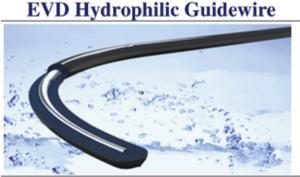
Against this backdrop, the HOSPITALAR fair provides the ideal platform for opportunities to further strengthen the industry across the board, by bringing together the Brazilian and international sectors, generating business and providing professional recycling.

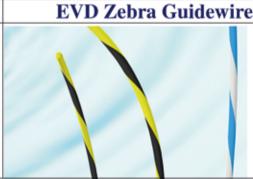
HOSPITALAR Forum has the support of renowned entities and official industry bodies, such as the Ministry of Health, the National Healthcare Confederation (CNS), the Hospitals Employers Association Of the State of São Paulo-Brazill (Sindhosp), the Brazilian Medical and Dentistry Industry Association (Abimo), the Brazilian Medical Association (AMB), the National Accreditation Organization (ONA), the Brazilian Federation of Hospital Administrators (FBAH), the National Association of Private Hospitals (Anahp), the National Federation of Healthcare Services Establishments (FENAESS) and the Brazilian Association of Medical and Hospital High Technology Equipment, Products and Supplies Industry (Abimed).

www.hospitalar.com

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Show Reports

10th Edition SetTo Be BiggestYet, Strong Domestic and International Support Drive Show Growth

In just six months, Singapore will once again play host to MEDICAL FAIR ASIA, as it makes a much anticipated return on 9 to 11 September 2014 at Suntec Singapore. The 10th instalment of the international exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies continues its proud tradition of show-on-show growth, with an anticipated 25% increase in exhibitors from its 2012 edition, making it the largest MEDICAL FAIR ASIA trade event yet.

Extremely positive exhibitor response has seen a marked increase in space bookings received, which sees **MEDI-CAL FAIR ASIA** expand across two exhibition levels to meet the growing demand for floor space. Further dri-

ving this growth is the strong support **MEDICAL FAIR ASIA**, receives in the international arena, with new and returning nations Italy, Spain, Hungary, Turkey and The Netherlands showing keen interest in joining a stellar line-up of country pavilions which already include Germany, Austria, France, UK, USA, China, Taiwan, Singapore, Korea, Japan and Malaysia.



Organised by Messe Dusseldorf Asia, **MEDICAL FAIR ASIA** is a salient platform that brings together all facets of the medical and healthcare industry for networking, sharing of best industry practices, as well as product, service and solutions development. Part of MEDICA – World Forum for Medicine, a global series of medical events, **MEDICAL FAIR ASIA**,'s contribution and growing relevance to the region and its associated industries is further underlined by the endorsement and continued support it receives from the Ministry of Health Singapore, Singapore Tourism Board and the Singapore Exhibition and Convention Bureau as well as hospitals and medical associations all across Asia.

Complementing the industry-defining trade fair will be a feature-packed conference focused on breakthrough technologies in the many fields of medicine including Urology, Oncology, General Surgery, Nursing and Aesthetics. Medical experts from across the region will congregate at this conference as they look to share their wealth of knowledge and industry experience with participating delegates, who will gain exclusive insight into the latest pharmaceutical and technological developments during the course of the programme.

Co-location of MEDICAL FAIR ASIA and MEDICAL MANUFACTU-RING ASIA

MEDICAL MANUFACTURING ASIA will return for its 2nd edition and run synergistically with **MEDICAL FAIR ASIA** 2014. Focused on the medical technology and medical manufacturing sector, the trade fair is jointly organised by Messe Dusseldorf Asia and the Singapore Precision Engineering & Tooling Association (SPETA), and in collaboration with IE Singapore and SPRING Singapore.

The synergistic qualities of **MEDICAL FAIR ASIA**, 2014 and MEDICAL MANUFACTURING ASIA 2014 bode well for exhibitors and visitors alike as they gain access to a diverse mix of high quality products and services.

"MEDICAL FAIR ASIA's growing importance in the region and beyond can be witnessed through the sustained success it has enjoyed with each new edition. As countries face rapidly ageing populations and longer life expectancies, the demand for quality healthcare is ever-present and demand will remain robust. MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA play an integral role in providing a key platform for all industry players to converge at a focused forum, addressing their needs and meeting their demands for the latest and best offerings available in the market", shared Gernot Ringling, Managing Director of Messe Dusseldorf Asia.

ASEAN – a hotbed of growth opportunities

As the implementation of the ASEAN Economic Community in 2015 unfolds, ASEAN's combined economy is expected to experience exponential growth, joining the ranks of China and India as a global economic powerhouse. Rising affluence, keen appreciation for quality healthcare and evolving demographics and lifestyle changes amongst the more than 600 million-strong population in the region is expected to spur the growth of ASEAN's healthcare industry.

In Singapore alone, plans to add 3,700 hospital beds and recruit 20,000 healthcare workers were laid out as part of the country's Healthcare 2020 Master Plan, further highlighting the strong growth potential of the industry in a rapidly advancing region, where governments have collectively identified healthcare as a priority sector for region-wide integration and development.



www.medicalfair-asia.com

Patient Safety is shaping up to achieve UAE 2021 vision

Lively discussion and a commitment to improve healthcare across the UAE and GCC region, set the tone at the second annual Patient Safety and Quality Congress Middle East. A pre-congress interactive workshop on accreditation and leadership struggled to seat attendees it was so popular, almost doubling pre-registered interest and reflecting the hot issues of enacting and measuring change. Supported by the Saudi Quality Congress, the event contributed 11 CME learning credits for attendees.

Patient Safety 2014

The congress welcomed 150 senior healthcare professionals from across the region. Ministries of Health from Oman, Saudi Arabia, Bahrain, and Kuwait were among those in attendance. With average regional healthcare

expenditure as a % of GDP estimated at 3%, compared to 9% in the UK and 15% in the USA there is still much to do* to reach the UAE 2021 vision to be among the best countries for healthcare provision. (*MEED Insight)

Attendees and speakers registered from around the world, including Bahrain, Jordan, Dubai, India, Qatar, Kuwait, Saudi Arabia, UK and USA. Delegate research demanded international healthcare expertise to the event and the congress was delighted to welcome Michael Surkitt-Parr, Head of Patient Safety, NHS England, UK, among the speakers. The



NHS in England delivers 300m family doctor consultations per year and is home to 4 out of 10 of the world's top universities for clinical, pre-clinical and health subjects. International support also came via the 3 main commercial partners: Healthcare UK, DNV and Truven.

Speaking at the Patient Safety and Quality Congress Middle East, CEO of American consultant's Synensis Steve Powell said "the Patient Safety Congress Middle East is one of the few events I have been to that enables attendees to discuss openly the most important patient safety issues both in the excellent workshop environments but also the large sessions and panel discussions. This interactivity promotes sharing of regional lessons learned and surfaces the biggest opportunities for improvement."

Karen Timmons, Global Patient Safety Officer, DNV GL – USA was among guests at the VIP roundtable lunch, where guests were seated in clusters to stimulate new ways of approaching patient safety challenges.

Other guests included:

- Professor Tawfik A M Khoja, Director General, Health Ministers Council for Corporation Council States
- Dr Nashat Nafouri, Chair and Executive Officer, Saudi Quality Council, KSA
- Professor Rory Shaw, Medical Director, Healthcare UK

One of the most popular learning sessions of the Patient Safety and Quality Congress Middle East was the poster entrants and winners' announcement on day two of the conference. The shortlisted posters — including entries from Europe - were judged by an esteemed panel onsite:

- Dr Imran Qureshi, Executive Director, DAPS Global and Specialist Registrar in Medical Microbiology and Virology, Epsom and St Helier's NHS Trust UK
- Professor Rory Shaw, Medical Director, Healthcare UK UK
- Dr Nashat Nafouri, Head of Quality Care Interest Group, Saudi Quality Council WR KSA
- Sami El Boghdadly, Director OR and Day Care Services/Consultant, Laparoscopic and General Surgery, Assistant Professor of Surgery, King Saud bin Abdulaziz Medical City – KSA
- Dr Samer Ellahham, Chief Quality Officer, Senior Cardiovascular Consultant, Sheikh Khalifa Medical City UAE
- Jane Kelly, Director of Quality, Corniche Hospital UAE



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Glomed Systems, 278, Vardhman Grand Plaza, Manglam Place, Sector - 3, Rohini, DELHI - 110085 (INDIA) Mobile: +91-9311126223

Phone: +91-11-32563030, 32537070

Fax: +91-11-27566774 E mail: glomed@glomedindia.com Website: www.glomedindia.com

Mars Healthcare Group is an importers, exporters and distributors of medical, dental, ophthalmic, orthopaedic, physiocardiovascular interventions, therapy, equipments, instruments and industrial insulated refrigerated packaging solutions. sales@marshealthcaresa.co.za

National Ultrasound sells and trades with ultrasound dealers around the globe. Ultrasound equipment dealers can rely on National Ultrasound's quality control of new and refurbished ultrasound. Our expert service team refurbishes our used ultrasound machines based on OEM requirements. We carry a wide range of ultrasound manufacturers. Contact: National Ultrasound info@nationalultrasound.com I-800-797-4546 or 770-551-87972730 North Berkeley Lake Rd Suite B-400 Duluth, GA 30096 www.nationalultrasound.com

Weaver and Company seeks new Latin America and Canadian distributors for Nuprep® skin prep gel and Ten20® conductive paste. Both products are well established in Neurodiagnostics and cardiodiagnostics fields. Contact: Weaver and Company, 565 Nucla Way, Unit B, Aurora, CO, 80011.

www.doweaver.com Email: sales@doweaver.com. Toll free: +1 800 525 2130

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- · Safe and effective
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- Marketing support and training available
 Contact us to take advantage of this unique sales opportunity:

Tel: 001 440 542 0761 (USA) Intl@MultiRadiance.com www.MultiRadiance.com

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Our customers are small/medium size enterprises and start-up companies to whom

we provide an on-site commercial structure to develop and manage their customers' network.

Contact us at info@mdrepasiapacific.com for more information.

#07-01/02 GB Building,

143 Cecil Street

Singapore 069542

Republic of Singapore

T.+65 8607 4215

T.+60 105622069

T.+39 3388342175

 $giuse ppegua stella @mdrepasia pacific.com\\ in fo@mdrepasia pacific.com$

www.mdrepasiapacific.com

• • • •

We are active for 80 years in the hospital distribution business in Chile, always looking for new products . Very interested in Autoclaves 150 lts and up ARQUIMED bkaufmann@arquimed.cl www.arquimed.cl

Durbin PLC is a specialist medical supply company that sources and distributes medical equipment, pharmaceuticals and consumables to healthcare professionals in over 180 countries. Durbin is able to deal with healthcare supply needs from local level to national scale projects. Supplying over 20,000 branded, generic, medical and consumable products, Durbin has a 100 strong workforce and in the last financial year had a turnover in excess of £65m.

Durbin PLC, 180 Northolt Road, South Harrow, Middlesex HA2 0LT, UK Telephone: +44 (0)20 8869 6500 Fax: +44 (0)20 8869 6565 Email: marketing@durbin.co.uk

• • •

OTCH CHEM is an established importer looking for buyers and sellers of healthcare disposables worldwide.

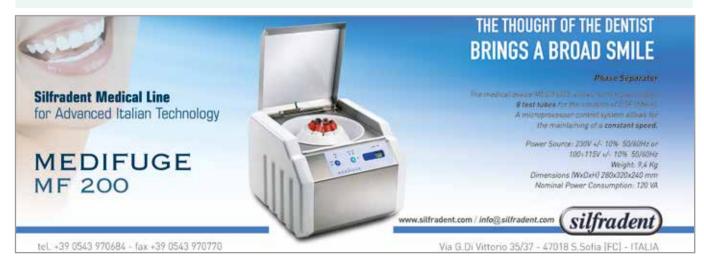
Contact Mr. Sachin Shah at timeotc@vsnl.net.

• • • •

We are active for 80 years in the hospital distribution business in Chile, always looking for new products . Very interested in Autoclaves 150 lts and up ARQUIMED.

bkaufmann@arquimed.cl / www.arquimed.cl





· · 02-04/06/2014 -

Hospital Build and Infrasctructure Middle East - The 5th edition of the Hospital Build & Infrastructure Middle East Exhibition & Congress

(Dubai - United Arab Emirates) Informa Life Sciences Exhibitions

Office No.: 20:01

Level 20.

Sheikh Rashid Tower,

Dubai World Trade Centre,

Dubai, U.A.F.

Tel: +971 4 3365161

Fax: +971 4 3364021

Email: hospitalbuild@informa.com

Exhibition Director: Sanjay Sehgal

Tel: + 971 4 4072707

Email: sanjay.sehgal@informa.com

Exhibition Director: Kelvin Esguerra

Tel: + 971 4 407 2583

Email: kelvin.esguerra@informa.com

Venue: Dubai International Exhibition Centre

Dubai – UAF

http://www.hospitalbuild-me.com/

·· 03/06/2014 -

Nursing in Practice Manchester 2014

(Manchester - United Kingdom)

Cogora Limited, 140 London Wall

London, EC2Y 5DN - UK

Tel: +44 (0)20 7214 0500

Fax: +44 (0)20 7214 0501

Email: info@cogora.com

Website: www.cogora.com

Events Director: Mr David Managhan

Email: davidmonaghan@cogora.com

Tel: +44 (0)20 7214 0674

Venue:The Bridgewater Hall

Lower Mosley Street

Manchester, M2 3WS, UK

http://www.nursinginpractice.com/Manchester

·· 03-05/06/2014 -

Medtec Europe 2014

(Stuttgart – Germany)

UBM Canon, 11444 W. Olympic Blvd.

Los Angeles, CA 90064-1549 USA

Tel: +1 310 445 4200

Fax: +1 310 996 9499 Website: www.canontradeshows.com

MEDTEC Europe Helpdesk

Twitter: @MEDTECEurope

Email: medteceurope@ubm.com

Tel: +49 (0)69 2222 3115

Fax: +49 (0)69 2222 1620

Venue: Messe Stuttgart

Messepiazza, 70629 Stuttgart, Germany

http://www.medteceurope.com/index.

php?page=home-de

·· 04-06/06/2014 - 2014

CPhI Istanbul

(Istanbul – Turkey)

UBM Live

De Entrée 73, Toren A

P.O. Box 12740

1100 AS Amsterdam 7-0

The Netherlands

Tel: + 31 20 40 99 544

Fax: +31 20 36 32 616

Email: cphi@ubm.com

Website: www.ubmlive.com

Venue: Lutfi Kirdar Convention and Exhibition

Centre

Istanbul – Turkey

http://www.cphi.com/istanbul/home/

·· 06-08/06/2014 -

Expofarmacia 2014

(Buenos Aires - Argentina) Organizer: Focus Media SA

California 2082 p., 1° Unitad D120

C1289AAP Buenos Aires, Argentina

Tel: +54 | | 4878 3628

Email: info@focusmedia.com.ar

Website: www.focusmedia.com.arr

Venue: Centro Costa Salguero, Buenos Aires

http://www.expofarmacia.com.ar/expofarmacia/

·· 11-13/06/2014 -

CIMEX 2014 - 2nd Annual Congo **International Medical Exhibition**

(Kinshasa – Congo)

Manikongo AfriVision

49D, Fairglen Mews, Austel Road

Bergyliet 7549

South Africa

Tel.: +27 83 859 8721

Fax: +27 86 514 5307

E-mail: info@manikongo.com

Website: www.manikongo.com

Venue: Hotel Memling (C.G.H.A.)

5B, Avenue du Tchad

Kinshasa - Gombe Democratic Republic of Congo

http://www.cimex.co/

·· 10-12/06/2014 -

MD&M East 2014 / Pharmapack North America 2014

(New York NY – USA)

UBM Canon 2901 28th Street, Suite 100

Santa Monica, CA 90405, United States

Tel: 310-445-4200

Website: www.canontradeshows.com

Contacts.

Martin Dye

Tel: +1 203 523-7098

Email: Martin.Dye@ubm.com

Joe Cloninger

Tel: + I 3 I 0 445-4273

Email: Joe.Cloninger@ubm.com

Venue: Jacob K. Javits Convention Center

New York, NY - USA

http://www.canontradeshows.com/expo/east13/

.. 12-13/06/2014 -

2014 East Africa Healthcare Summit

(Dar es Salaam – Tanzania)

Oliver Kinross Ltd

3rd Floor, rchway House I-3 Worship Street

London, EC2A 2AB

Tel: +44 0 207 127 4501

Fax: +44 0 207 127 4503

Email: info@oliverkinross.com

Website: www.oliver-kinross.com http://www.eahealthsummit.com/

· · 12-13/06/2014 - 2014 Southeast

Asia Healthcare Summit

(Marina Bay Sands – Singapore)

Organized by: Oliver Kinross Ltd

3rd Floor, Archway House I-3 Worship Street

London, EC2A 2AB - UK

Tel: +44 (0)207 127 4501

Fax: +44 (0)207 127 4503

Email: info@oliverkinross.com

Website: www. oliverkinross.com

http://www.seahealthsummit.com/

·· 20-22/06/2014 -

Medicare Taiwan 2014

(Taipei – Taiwan)

Organized by: Taiwan External Trade Deve-

Iopment Council (TAITRA)

Exhibition Section 6, Exhibition Dept., TAITRA

P.O. Box 109-865

Taipei 11011, Taiwan

Tel: +886 2 2725 5200

Fax: +886 2 2725 1337

E-mail: medicare@taitra.org.tw

Website: www.taitra.com.tw

Contact person: Ms Amy Liou

Tel: +886 2 2725 5200 Ext. 2767

Email: amyliou@taitra.org.tw

Venue: Taipei World Trade Center Exhibition

Hall I

5. Hsin-vi Road, Sec. 5. Taipei, TAIWAN http://www.medicaretaiwan.com/

·· 20-22/06/2014 -

Medint Kenya 2014

(Nairobi – Kenya)

Grow Exhibitions

P.O.Box 103574

Dubai - UAE

Tel: +971 4 3964906

Fax: +9714 3964904

Website: www.growexh.com

Exhibiting: Ms Leocel L

Email: leocel.l@growexh.com

Venue:The Sarit Expo Centre

Nairobi – Kenya

http://www.growexh.com/medintkenya

·· 23-24/06/2014 -

The Azerbaijan and Central Asia **Healthcare Summit 2014**

(Baku – Azerbaijan)

Oraganized by. Oliver Kinross Ltd

3rd Floor, Archway House I-3 Worship Street

London, FC2A 2AB - UK

Tel: +44 (0)207 127 4501

Fax: +44 (0)207 127 4503

Email: info@oliverkinross.com

Website: www.oliver-kinross.com

Contact person: Ms Kaltrina Kastrati

Tel: +44 207 127 4501

Fax: +44 207 127 4503

kaltrina@oliverkinross.com

·· 23-26/06/2014 -

Bio Intenational Convention 2014 The Global Event for Biotechnolgy

(San Diego CA – USA)

Biotechnology Industry Organization

1201 Maryland Ave. SW, Ste. 900 Washington,

D.C. 20024

Tel: +1 202 962 6655

Exhibiting

Tel: +1 202 312 9264

Email: exhibit@bio.org

Venue: San Diego Convention Center http://www.convention.bio.org/whyBIO

· · 25-27/06/2014 - Medix Tokyo 2014

(Tokyo – Japan)

MEDIX Show Management

C/O Reed Exhibitions Japan Ltd.

18F Shinjuku-Nomura Bldg., I-26-2 Nishishinjuku,

Shinjuku-ku, Tokyo 163-0570, Japan

Tel: +81-3-3349-8518

Fax: +81-3-3349-8530

Email: medix-tokyo@reedexpo.co.jp

Venue:Tokyo Big Sight

http://www.medix-tokyo.jp/en/Home

·· 26-28/06/2014 -

CPhI China 2014 (Shanghai – China)

United Business Media

Industrieweg 54

PO Box 200

3600 AE Maarssen

Netherlands

Tel: +31 34 65 59 444

Website: www.ubm.com

Venue: Shanghai New International Expo Centre

(SNIEC)

2345 Longyang Road

Pudong New Area 201204

Shanghai – China

http://www.cphi-china.com/

·· 26-28/06/2014 -

Healthplex Expo 2014

(Shanghai – China)

Shanghai UBM Sinoexpo International Exhibition

Co., Ltd

6â8/F., 218 Xiang Yang Rd. (S), Shanghai 200031,

China

Tel: +86 21 333 92222 // +86 21 6437 1178

Fax: +86 21 611 54988 // +86 21 6437 0982

Email: marketing@ubmsinexpo.com

Website: www.ubmsinoexpo.com

Contact person: Ms Lydia Ma

Tel: +86 21 3339 2280

Email: lydia.ma@ubmsinoexpo.com

Fax: +86 21 6437 0982

Venue: Shanghai New International Expo Centre

Co., Ltd. (SNIEC)

Add: 2345 Longyang Road, Pudong New Area

Shanghai P.R.C. 201204

Website: www.sniec.net

http://www.hncexpo.com/

·· 26-29/06/2014 -

SISDAK 2014 - 6th Edition of Dakar's International Expo on Health and **Medical Equipment**

(Dakar – Senegal)

Organized by: Centre International du Commer-

ce Exterieur du Senegal (CICES)

Route de l'Aeroport Leopold Sedar Senghor

BP: 8166 Dakar -yoff Senegal

Tel: +221 33 859 9614 // +221 33 859 9617

Fax: +221 33 859 9618

Email: dec@cicesfidak.com

rokhayacices@yahoo.fr rokhayacices@cicesfidak.com

Website: www.cicessisdak.com

Venue: CICES Parc des Expositions

http://www.cicessisdak.com/

July 14

..01-02/07/2014 -

2014 East Africa Healthcare Summit

(Dar es Salaam - Tanzania)

Oliver Kinross Ltd

3rd Floor, rchway House 1-3 Worship Street London, EC2A 2AB

T | . 44 0 207 127 45

Tel: +44 0 207 127 4501 //Fax: +44 0 207 127 4503

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Tel: +44 207 127 4501 // Fax: +44 207 127 4503

email: kaltrina@oliverkinross.com http://www.eahealthsummit.com/

·· 10-12/07/2014 -

The 2nd Myanmar Phar-Med Expo 2014

(Yangon – Myanmar)

 $\label{eq:minhVI} \mbox{Minh\,VI Exhibition \& Advertisement Service Co.,}$

Ltd (VEAS Co., Ltd)

12th Floor, Room 12A03, Cong Hoa Plaza, 19

Cong Hoa Street, War 12, Tan Binh District,

Ho Chi Minh City, Vietnam

Tel: +84 8 3842 7755 - Ext: 31

Fax: +84 8 39481188

Email: van.ptb@veas.com.vn

Website: www.veas.com.vn

Project Assistant: Hoang Thuy (Ms Sabrina)

Tel: +84 8 3842 7755 Ext: 31

Mobile: +84 908 098 561

Email: sabrina.hoang@veas.com.vn

Venue: MCC Myanmar Convetion Center

http://www.pharmed-myanmar.com/

·· 26-27/07/2014 -

GPCE Perth 2014 - General Practitioner Exhibition and Conference

(Perth – Australia)

Reed Exhibitions Australia Pty Ltd

Tower 2, 475 Victoria Avenue

Chatswood NSW 2067, Australia

Tel: +61 2 9422 2500

Fax: +61 2 9422 2555

Email: ask@reedexpo.com.au

Website: www.reedexpo.com.au

Senior Exhibition Co-ordinator: Belinda Hoy

Email: belinda.hoy@reedexhibitions.com.au

Tel: +61 2 9422 2303

Exhibition Co-ordinator: Emma Lynch

 ${\it Email:emma.lynch@reedmedicaleducation.com.au}$

Tel: +61 2 9422 2890

Venue: Perth Convention & Exhibition Centre

Perth – Australia

http://www.gpce.com.au/en/visit/perth/overview/

August 1

·· 01-03/08/2014 -

Medicall Chennai 2014

(Chennai - India)

Medexpert Business Consultants Pvt Itd

C-3, Shree Vidya Apartments, I 4 Balakrishna

Street, West Mambalam, Chennai - 600 033

Tamilnadu, India

Tel: +91 44 24718987

Project Director: Mr Sundararajan

Email: info@medicall.in

Mobile: +91 98403 26020

Manager - Corporate Marketing: Yogita R Panchal

Email: panchal@medicall.in

Mobile: +91 93607 27424

Venue: Chennai Trade Center, Chennai - India http://www.medicall.in/medicall/index.php

·· 05-07/08/2014 -

2014 CPhI South America

(Sao Paulo – Brazil)

UBMi BV, PO Box 12740

1100 AS Amsterdam. The Netherlands

Tel: +31 204 099 544

Fax: +31 203 632 616

Email: cphi@ubm.com

Event Manager: Mr Martin Wilson

Email: martin.wilson@ubm.com

Senior Sales Executive: Mr Scott Donovan

Tel: +31 204 099 529

Email: scott.donovan@ubm.com

Sales Executive: Ms Ludmilla Azzopardi

Tel: +31 204 099 505

Email: ludmilla.azzopardi@ubm.com

Venue: Expo Center Norte, Sao Paulo – Brazil

http://www.cphi.com/south-america/home

·· 06-08/08/2014 - FIME 2014

(Miami Beach FL - USA)



FIME International Medical Exposition, Inc. 3348 Seventeenth Street Sarasota, FL 34235 USA Tel: +1 (941) 366 2554 Fax: +1 (941) 366 9861
Email: info@fimeshow.com
Website: www.fimeshow.com
Venue: Miami Beach Convention Center
http://www.fimeshow.com/

Infomedix Booth: 468

·· 09-11/08/2014 -

Medtec Japan 2014 / CPHI Japan 2014

(Tokyo – Japan)

Organized by: UBM Canon Japan G.K.

Kanda 91Bldg, 1-8-3 Kajicho,

Chiyoda-ku, Tokyo, Japan 101-0044

Tel: +81 3 4360 5669

Fax: +81 3 4360 5301

Email: medtecjapan@ubm.com

Venue:Tokyo Big Sight

Tokyo – Japan

http://www.medtecjapan.com/en

·· 12-15/08/2014 -

Meditech 2014 - The 4th International Health Fair / Odontotech 2014

(Bogota – Colombia)

Corferias , Carrera 37 No 24 - 67

Bogota - Colombia.

Tel: +571 381 00 00 / 30

Website: www.corferias.com

Asociacion Colombiana de Hospitales y Clínicas,

ACHC

Carrera 4 No. 73 - 15, Bogota - Colombia

Tel: +57 | 3|2 44 | |/ 3|2 | 100|

Fax: +57 | 312 | 10 05

Website: www.achc.org.co

Venue: Coferias

Bogota - Colombia

http://www.feriameditech.com/

·· 21-23/08/2014 -

Vietnam Medi Pharm 2014 -

The 14th Vietnam International Hospital, Medical and Pharmaceutical Exhibition

(Ho Chi Minh City – Vietnam)

Vietnam National Trade Fair & Advertising Com-

pany - VINEXAD

Address: No.9 Dinh Le, Hoan Kiem, Ha Noi

Tel: +84 4 3855 5546 / 3826 7515

Fax: +84 4 3825 5556

Email: medipharmexpo@vinexad.com.vn

Website: www.vinexad.com.vn

Venue:Tan Binh exhibition & convention centre

-TBECC Ho Chi Minh – Vietnam

http://www.medipharmexpo.com/eng/

index.php

September /

·· 02/09/2014 -

Nursing in Practice London 2014

(London - United Kingdom)

Cogora Limited, 140 London Wall, London

EC2Y 5DN - UK

Tel: +44 (0)20 7214 0500

Fax: +44 (0)20 7214 0501

Email: info@cogora.com

Website: www.cogora.com

Events Director: Mr David Managhan

Email: davidmonaghan@cogora.com

Tel: +44 (0)20 7214 0674

Venue: Business Design Centre

52 Upper Street, Islington, London

NI 0OH - UK

http://www.nursinginpractice.com/London

·· 04-07/09/2014 -

2014 Combined Scientific Meeting -Imaging and Radiation in Personalised Medicine

(Melbourne – Australia)

Organized by: The Conference Company

Postal Address: PO Box 90-040,

Auckland 1142,, New Zealand

Tel: +64 9 360 1240 // Fax: +64 9 360 1242

E-mail: csm@tcc.co.nz

Venue: Melbourne Convention and Exhibition

Centre

Melbourne – Australia

http://www.csm2014.com/

•• 09-11/09/2014 -

Medical Fair Asia 2014

International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical and Rehabilitation Equipment and Supplies

(Singapore – Singapore)

Messe Düseldorf Asia Pte. Ltd.

3 HabourFront Place

#09-02 HabourFront Tower Two

Singapore 099254

Tel: +65 6332 9620

Fax: +65 6332 9655

E-Mail: mdafairs@singnet.com.sg

mdrep@mda.com.sg

Website: mda.messe-dusseldorf.com

Venue: Suntec – Singapore

http://www.medicalfair-asia.com/

·· 11-14/09/2014 -

The 3rd World Congress on Controversies in Hematology (COHEM)

(Istanbul – Turkey)

ComtecMed

53. Rothschild Boulevard, PO Box 68

Tel Aviv, 6100001, Israel

Tel: +972 3 5666166

Fax: +972 3 5666177

Email: elda@comtecmed.com

Website: www.comtecmed.com

Elda Schwartz

ComtecMed, Medical Congresses

Industry Liaison Associate

Tel: +972 3 566.6166, ext. 207

Fax: +972 3 566.6177

Mobile: +972 50 333 0184

Email: elda@comtecmed.com

http://www.comtecmed.com/

·· 12-14/09/2014 -

General Practitioner Conference & Exhibition -Brisbane 2014

(Brisbane – Australia)

Reed Exhibitions Australia

Locked Bag 7666 Chatswood DC

Chatswood NSW 2067

E-mail: gpce@infosalons.com.au

Website: www.gpce.com.au

Contacts: Senior Exhibition Co-ordinator: Ms

Belinda Hoy

Email: belinda.hoy@reedexhibitions.com.au

Tel: +61 2 9422 2303

Exhibition Co-ordinator: Ms Emma Lynch

Email: emma.lynch@reedmedicaleducation.com.au

Tel: +61 2 9422 2890

Venue: Brisbane Convention & Exhibition Centre http://www.gpce.com.au/en/visit/brisbane/overview/

·· 16-18/09/2014 -

2014 Health Asia - 10th International Exhibition and Conference

(Karachi – Pakistan)

Ecommerce Gateway Pakistan (Pvt) Ltd

C-17, KDA Scheme-1, off Karsaz Road

Karachi-75350 Pakistan

Tel: +92 21 111 222 44 // 34536321

Fax: +92 21 3453 6330

Email: intl@ecgateway.net

info@health-asia.com

Website: www.health-asia.com

Venue: Karachi Expo Center

karachi – Pakistan

http://http//health-asia.com/introduction.html

·· 16-18/09/2014 -

Patient Safety Congress &

Exhibition 2014

(Dubai - United Arab Emirates)

Informa Life Sciences Exhibitions

Gubelstrasse 11,

CH-6300, Zug - Switzerland

Tel: +971 4 3365161

Email: info@lifesciences-exhibitions.com

Website: www.informalifesciences.com

Exhibition Manager: Lisa Sant

Email: lisa.sant@informa.com

Tel: +971 (0) 4 407 2427

Mobile: +971 (0) 52 987 5501

Venue: Dubai International Convention and

Exhibition Centre

http://www.patientsafety-me.com/index.html

·· 17-19/09/2014 -

Medical Device Manufacturing Exhibition 2014

(Istanbul – Turkey)

Organized by: Informa Life Sciences Exhibition

Gubelstrasse 11, CH-6300, Zug, Switzerland

Tel: +971 4 3365161

Email: info@lifesciences-exhibitions.com

Website: www.informalifesciences.com

Contacts: Exhibition Director: Kelvin Esguerra

Informa Life Sciences

Tel (Dir): + 971 (0) 4 4072583

Email: kelvin.esguerra@informa.com

Sales Manager: Andrew Krawczynski

Tel (Dir): + 971 (0) 4 407 2524

Office: + 971 (0) 336 5161 Ext: 2524

Fax: + 971 (0) 4 3365510 Email: andrew.krawczynski@informa.com

Venue: Istanbul Convention and Exhibition

Centre

Istanbul – Turkey

http://www.mdme-turkey.com/

·· 18-19/09/2014 -

Naidex Scotland 2014

(Glasgow - United Kingdom)

i2i Events Group is headquartered in London

The Studios.

2 Kingdom Street,

London,

W2 6|G - UK

Tel: +44 (0) 203 033 2000

Email: contact@i2ieventsgroup.com

Website: www..i2ieventsgroup.com

Venue: SECC Glasgow

http://www.i2ieventsgroup.com/event/naidex-

scotland

Have you enjoyed reading Infomedix International? The up-coming issue will be published next October...don't miss it!

Infomedix International 3/2014 Europe & Africa Issue

Publishing Date: October 2014 Circulates: October / December

Some of the Upcoming Contents:

- · Focus on Skandinavia
- Outlook on South African Medical Market
- The Basic 56 Principles for Startups (second part)

If you would like to give us **feedback** about Infomedix's appearance and editorial content or **suggest a specific topic** for an article, please contact Mrs. Lara Pippucci, Editor. Tel: +39 0761 352 198/ E-mail: lara@infomedix.it

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Italian Market:

Ms. Daniela Fioravanti: daniela@infomedix.it// +39 0761 352198

Classifieds "Business Opportunities" information:

Write at classified@infomedix.it

For general information, call us at: 0039 0761 352 198 or write at

info@infomedix.it





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n°2/2014 North & South America Issue

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·· 24-25/09/2014 -

OrthoTec Europe 2014 - The European Orthopaedic Design and Manufacturing Conference and Exhibition

(Zurich – Switzerland)
Organized by: UBM plc

Ludgate House, 245 Blackfriars Road London SEI 9UY United Kingdom

Tel: +44 (0) 20 7921 5000

Website: www.ubm.com

Telephone: +41 22 548 33 63

Email: orthoteceuhelpdesk@ubm.com Venue: Hotel Marriott, Zurich – Switzerland

http://www.orthoteceu.com/

•• 24-26/09/2014 - Analytica China 2014 - 7th International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Dignostics

(Shanghai – China)

Organized by: Messe Munchen International
Exhibition Director: Ms Susanne Grodl

Tel: +49 89 949-20380 // Fax: +49 89 949-20389

Email: info@analyticachina.com

Exhibition Manager: Ms Anita Steinle

Tel: +49 89 949-20382 // Fax: +49 89 949-20389

Email: info@analyticachina.com

Venue: Shanghai New International Expo Center http://www.analyticachina.com/

·· 24-26/09/2014 -

Pharmedi 2014 - Vietnam International Exhibition on Products, Equipment, Supplies for Medical, Pharmaceutical, Hospital & Rehabilitation

(Ho Chi Minh City)

Organized by: ADPEX Joint Stock Company Room G3, FOSCO Building, No 6. phung Khac Khoan Stress, Dakao Ward, District 1, HCMC. Tel: +84 8 38239052 // 38227686

Fax: +84 8 38239053

E-mail: adpex@adpex.vn // Website: www.adpex.vn Venue: Saigon Exhibition and Convention Center

- SECC

http://www.pharmed.vn/en

·· 24-27/09/2014 -

ILMAC 2013 - Competence in Process and Laboratory Technology

(Basel – Switzerland) Organized by: MCH

Messe Schweiz (Basel) AG CH-4005 Basel Tel: +41 58 200 20 20 // Fax: +41 58 206 21 89

Email: info@ilmac.ch

Website: www.mch-group.com Exhibition Manager: Mr Robert Appel

Tel: +41 58 206 23 70 // Fax: +41 58 206 21 89 Email: robert.appel@ilmac.ch

Exhibition Advisor: Mr Simon Honegger

Tel: +41 58 206 27 21// Fax: +41 58 206 21 89

Email: simon.honegger@ilmac.ch Sales Manager: Ms Tanja Paradiso

Tel: +41 58 206 22 38 // Fax: +41 58 206 21 89

Venue: Basel Fairground

Messeplatz, CH-4021 Basel, Switzerland

http://www.ilmac.ch/en-US.aspx

·· 25-26/09/2014 -

Medtec China 2014

(Shanghai – China)

UBM Asia Shanghai 9F,CIROS Plaza,

No 388 Nanjing West Road,

Huangpu - Shanghai, 200003 - China

Tel: +86 21 6157 7288// Fax: +86 21 6157 7272

Website: www.ubmshowstar.com

Exhibiting: Alston Tian

Tel: +86 10 5765 2822

Email: alston.tian@ubm.com

Venue: Hall 2, Shanghai World Expo Exhibition &

Convention Center North Entrance,

Add: No. 850 Bocheng Rd.

Shanghai 200126 P.R. China

http://www.medtecchina.com/index.

php?page=home-en

·· 25-27/09/2014 -

Astana Zdorovie 2014

(Astana – Kazakhstan)

Organized by: Iteca

8th floor, C block, World Trade Center Almaty 42, Timiryazev Str., Almaty, Kazakhstan, 050057

Tel: +7 3272 58343 // Fax: +7 3272 583444

E-mail : contact@iteca.kz

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Tel: +7 7172 58 02 55 // 58 04 59

Fax: +7 7172 58 02 53

Email : Nastya.R@iteca.kz

Venue: "Korme" Exhibition Center

Astana - Kazakhstan

http://www.astanazdorovie.kz/en/

·· 25-27/09/2014 -

UzMedExpo 2014 (Tashkent – Uzbekistan)

IEG Uzbekistan

str. A. Timur, 107B, Suite 4C-02 International

Business Center

Uzbekistan, 100084, Tashkent

Tel: + 998 71 238 91 88// Fax: + 998 71 238

91 82

Email: info@ieguzexpo.com Website: www.ieguzexpo.com Manager of the project: Saida Tangrikulova

Tel: + 998 71 238 91 82 // Fax: + 998 71 238 91 82

Mobile: +998 93 501 02 78

Email: metall@ieguzexpo.com

Venue: National Exhibition Complex «UzExpo-

Center», Pavilion 1

http://www.ieg.uz/archives/243?lang=en

··29/09-02/10/2014 -

Healthcare World Asia 2014

(Singapore – Singapore)

Terrapinn Pte Ltd, I Harbourfront Place

#18-01 Harbourfront Tower 1

Singapore 098633

Tel: +65 6222 8550 // Fax: +65 6226 3264

Email: enquiry.sg@terrapinn.com

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Email: kenneth.lai@terrapinn.com

Venue: Suntec Singapore

International Convention & Exhibition Centre

I Raffles Boulevard, Suntec http://www.terrapinn.com

30/09-02/10/2014 -

Public Health 2014 - The 23th International Medical Exhibition

(Kiev – Ukraine)

Organizers: Premier Expo

Business city Forum, 4A, office 21, 13

Pymonenko str, 04050, Ukraine

Tel: +380 (44) 4968645

Fax: +380 (44) 4968646

ITE Group Plc, 105 Salusbury Road London

NW6 6RG - UK

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