

CASE STUDY

# Facilitator at a Indo-German Medical Device Conclave

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2017

The Indian healthcare industry is one of the world's largest healthcare setup. Being the 2nd largest population in the world, the healthcare of this burgeoning people is funded by either healthcare insurance, government, employer but largely by the patient themselves. With increasing interest by the Indian Government to organize and improve the healthcare sector, patient interest, local business interest and international collaboration are all at the forefront. With this in mind, an Indo-German medical device conclave was held in New Delhi, by a collaboration between CliniExperts and the Federal Ministry for Economic Affairs and Energy, Germany.

## Medical Device Trade Mission

A market leader in the healthcare regulatory services sector, CliniExperts Pvt. Ltd. facilitated the Medical Device Trade Mission from 18th to 22nd September, 2017. The trade mission was sponsored by the German Federal Ministry for Economic Affairs and Energy (BMWi.de) and MITTELSTAND GLOBAL, Health Made in Germany. The conclave was hosted in two parts in the business capital of the country, Mumbai and the political capital of India, Delhi. The aim was:

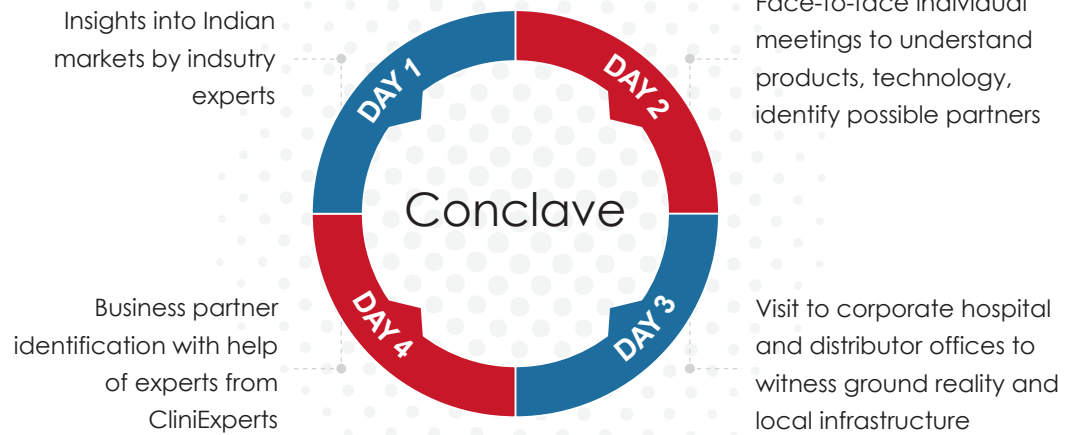
- To discuss the Indian medical device scenario and corresponding regulatory aspects
- German companies to showcase their technology and products to Indian companies to connect and develop possible collaborations locally

**Dr. G. N. Singh, Drugs Controller General of India (DCGI)** was the chief guest for this conclave.

CliniExperts in collaboration with the German business partner specialist trAIDe GmbH assisted German medical device manufacturers in planning to enter / expand foothold in the Indian markets. trAIDe specializes in assisting medium as well as small enterprises in accessing foreign markets to build sustainable, long term business relationships. Mr. Baris Tasar, (MD trAIDe) was delighted with the overwhelming response received from India and Germany alike for the conclave.

10 leading German healthcare technology companies like Atmos Medizintechnik, Dr. Seibt Genomics Eximmed, Greggersen, LEA Medizintechnik, LightGuide Optics, Meyer-Haake, Reha & Medi Hoffmann, Rohde KG, Weinmann, participated in the conclave and showcased their products. Products ranged from laboratory equipment, to therapeutic and diagnostic medical devices.

The conclave was attended by 60 Indian manufacturers looking for German collaborators as well as Indian distributors of various healthcare technology devices. These companies/distributors from both government and private verticals; importers and technology start-ups that attended the conclave found it beneficial & commercially successful in marketing German products in India.



**The four day conclave** started with focused group discussion by Industry experts who discussed various aspects of Indian Medical Device industry and in the evening an informal dinner hosted by the German Embassy introducing the Indian and German companies to each other.

Mr. Ravi Valia – Head of Government Affairs, Market Access and Regulatory, B. Braun Medical India; Mr. Gulshan Kumar – General Manager, Fortis Healthcare; and Mr. Navneet Trehan – CEO, Genaxy Scientific initiated the conclave with insights on the Indian medical industry. They shared their thoughts on the current state of Indian healthcare, the medical device industry scenario, and the growth of hospital sector, and vital parameters to select the right channels of distribution.

**On the 2nd day,** Chief Guest Dr. G.N. Singh discussed on willingness of India to German collaborations to promote trade between the two countries as well as provide better healthcare to the Indian population.

Next, Mr. Uday Munjal (Assistant Vice President – Invest India) and Mr. Rohan Kapoor (Head, Medical Device – Invest India) gave insights into the Indian medical device industry and the various initiatives by the Government of India to promote the medical devices sector.

## A Glance of Indian Companies Participant:

Continental  
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Delhi Hospital Supply  
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Fortis Healthcare  
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Genaxy Scientific  
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Invest India  
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Leader Healthcare  
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Meenu Surgicals  
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MGRM Medicare  
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Mobile Hospital Designers & Developers India  
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Prakash Medicos  
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Rohanika Electronics & Medical Systems  
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Vishal Surgical Equipment  
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Waho Surgicals

Post lunch, individual face-to-face meetings were organized for each German and Indian company to understand the offerings, products, and identify acceptable grounds for potential business partnerships in India.

**The 3rd day** enabled the German delegation to closely understand the grass root reality in Indian markets, the distribution set-ups by visiting select distributors in Delhi NCR. FMRI Hospital, situated at Gurugram near Delhi, was visited by the delegation to see a corporate hospital setup, infrastructure, available services, the medical devices used and the facilities available.

**The 4th day**, was for match-making event held in Mumbai. CliniExperts team helped identify the right Indian partners for the German companies to achieve the best possible business partnerships in India.

**10 GERMAN COMPANIES** were introduced with  
37 distributors  
7 consultants  
5 manufacturers  
3 planning bureaus  
3 hospitals  
3 technology start-ups, &  
2 importers.

Commenting on the success of the conclave, Dr. Ashwini Kumar, CEO of CliniExperts, said, "India has an immense unmet need for modern healthcare products including medical devices, disposables, and equipment. As a result, many global organizations are either already marketing products in India or are planning to enter the Indian market. However, it is not as easy as it may seem. Setting up a profitable distribution network for marketing in India requires handholding & ground support, as geographical expansion and multiple layers of distribution make the entire process extremely complex. As an authorized agent for multiple global companies, we extend strategic planning services during product registration and distributors' search to act as a bridge between OEMs and Indian companies. The conclave emerged as the perfect platform for the participating German companies to discuss ways of licensing and marketing their products in India."



# CliniExperts

Your  
Regulatory Partner

CliniExperts is known as preferred partner for product registration and assistance with distribution for foreign companies looking to manufacture, export or distribute in the Indian market. The decade strong network and channels created by the team provide comprehensive solutions for the foreign client to make a smooth entry into the Indian market. The team makes wading through approval and licensing processes effortless.

The success of this conclave has opened new avenues to explore for similar conclaves with trade departments of Embassies. CliniExperts is equipped and ready to host more such events for various healthcare products, including drugs, vaccines, medical devices, biologicals, food, cosmetics, diagnostic kits, laboratory equipment, pesticide and insecticides, etc.



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