



KEY SUCCESS FACTORS FOR THE MEDICAL DEVICES MARKET IN CHINA

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Agenda

1. Short introduction of Switzerland Global Enterprise
2. Overview of the Chinese Medical Devices market
3. Key successfactors in internationalization and for the Chinese Medical Devices market

Switzerland Global Enterprise



Switzerland Global Enterprise

XSENSIO SA ON S-GE

"With Switzerland Global Enterprise, we were able to establish promising contacts with potential investors and customers in the medtech sector at the right moment."

[Operationsinstrumente für Chinas Augenärzte | S-GE \(s-ge.com\)](#)

[Integra Biosciences AG: Representative recruited for success in China \(s-ge.com\)](#)

CN MD Market: Demand & Opportunities

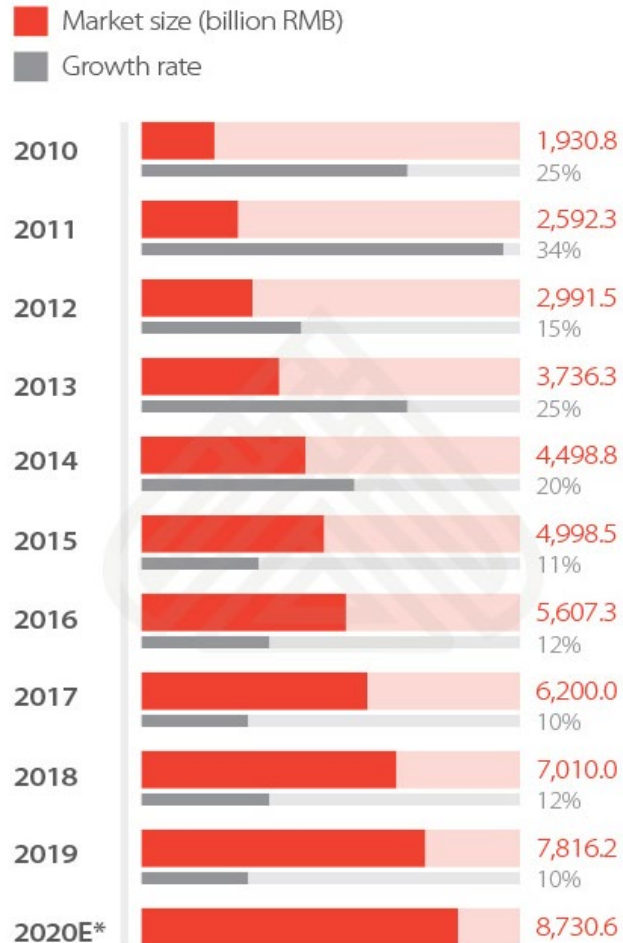
- China healthcare industry is the second largest in the world behind the US (2019: USD1.1 trillion / 10% growth)
- Driven by increasing aging population, rising burden of diseases and increasing demand for modern medical treatment
- The private sector is expected to play a larger role in acute care
- Preventative healthcare now taking center stage
- The Swiss medtech companies should focus on niches, products not that interesting for domestic companies.

CN MD Market: Challenges

- High market entry barriers (Pre-market registration)
- Volume-Based Procurement (VBP). many categories having price cuts between 30-50% (and some up to 80%).
- COVID-19 has likely heightened the concerns around dependency on global supply chains for medical products (localization of medical devices)
- COVID-19 has accelerated “Internet + Healthcare” but there are challenges for foreign players in the digital space (i.e. ICP license, IPR, Cybersecurity Law)

Overview of the China Medical Devices Market

China's Healthcare Market Size (2010-2020)



Note: * Estimated figure for 2020 | Source: Open source reports

[For more information, please check out:
China's Medical Devices Industry: Key Market Entry
Considerations \(china-briefing.com\)](#)

Key successfactors in internationalization (China)



- Competitiveness
- Capabilities
- Commitment

Competitiveness



- Products established in the domestic market (no teething problems)
- Long-term competitive advantages (i.e. Innovation/Swissness)
- International scalability

Capabilities



- Senior Management has international experience
- Proximity to customers and partners (Guangxi)
- International marketing

Commitment

An aerial photograph of a rowing team in a black boat on blue water. The team consists of four rowers wearing pink shirts and black shorts, each with a yellow oar. The boat is moving towards the right side of the frame, leaving a white wake behind it. The water is a deep blue with some ripples. The rowers are in a synchronized rowing motion, with their oars dipping into the water. The boat is a sleek, black racing shell with a white hull. The overall scene conveys a sense of teamwork and physical effort.

- Willingness to take chances
- Real strategic intention to enter China («China ist Chefsache»)
- Stamina

MANY THANKS! XIE XIE!

