

(b) Health Care Products

Exports: \$200 million

Overview:

- The Canadian medical devices industry is highly sophisticated, innovative and diverse.
- About 90 per cent of the firms in the industry are Canadian-owned, mostly small companies. Some have developed leading-edge technologies and unique, innovative products.
- Canada has certain structural advantages in medical device R&D and production, such as a strong base for health care research and a favourable tax structure.
- Significant challenges exist in identifying and gaining access to investment capital, in attracting personnel skilled in the international marketing of technology-intensive products, and in developing export manufacturing mandates for subsidiaries of multinational firms.

Product Strengths:

- Cancer (cobalt) therapy, imaging (software and diagnostic, e.g. ultrasound), in-vitro diagnostics, peritoneal dialysis products, cardiovascular products and assistive devices.

Priority Markets:

- The U.S., Western Europe and Japan.

Key Strategic Priorities:

- *launch the implementation phase of the Medical Devices Sector Campaign,* matching Canadian technological strengths with international opportunities;*
- *encourage research and development and geographic product mandates for Canadian subsidiaries of multinationals.*

Contact: Health Care Products Directorate
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* ISTC currently offers a number of sector campaigns. Their objective is to enhance the international competitiveness of Canadian industry through consultation, information exchange, advocacy and targeted assistance to innovative projects and studies undertaken by commercial enterprises.

Activity	Date	Location	Dept.	Contact
United States				
CDN business, matchmaker forum:	TBD 1992	Houston	EAITC	613-993-7348
Strategic alliances/ investment seminars, medical devices	Jun 1992	New York	INV CDA	613-992-4916
Biotechnology, investment initiative:	Sep 1992	Detroit	EAITC	613-993-7348
Medical equipment, trade mission to:	Sep 1992	Philadelphia	EAITC	613-991-9481
Buyers and distributors meeting, prospecting mission	Sep 1992	North-East	ISTC	514-283-2078
Pharmaceutical and biotechnology, trade fair, information booth: IBEX '92	Oct 1992	San Francisco	EAITC	613-991-9482
Pharmaceutical and biotechnology, trade mission from:	Oct 1992	U.S.	ISTC	613-954-3042
Hospital and medical equipment and services, trade fair, information booth: American Medical Information Ass'n	Nov 1992	Baltimore	EAITC	613-991-9482
Hospital and medical equipment and services, trade fair: National Home Health Care	Nov 1992	Atlanta	EAITC	613-991-9482
Hospital and medical equipment and services, buyers in: Ontario Hospital Association	Nov 1992	Atlanta	EAITC	613-991-9482
Pharmaceutical and biotechnology, investors:	Jan 1993	Chicago	EAITC	613-991-9482
Hospital and medical equipment and services, trade mission to:	Feb 1993	Houston	EAITC	613-991-9482
Biotechnology, investment initiative: conference	Feb 1993	Cincinnati	EAITC	613-993-7348
Medical equipment, strategic partnering matchmaking:	Mar 1993	Buffalo	EAITC	613-993-7348
Venture capital mission to U.S. West Coast	Mar 1993	Los Angeles, San Francisco	ISTC	416-973-5059
British Columbia biotechnology mission to:	ONG 1992	Seattle	ISTC	604-666-1409
Biotechnology breakfast series	ONG 1992	Seattle	ISTC	604-666-1409
Western Europe				
Hospital and medical equipment and instruments, trade fair, information booth: Health Care '92	Jun 1992	U.K.	EAITC	613-996-5554
Biotechnology, trade mission from:	Jun 1992	Belgium	ISTC	613-954-3071
Biotechnology, mission to conference/exhibition: BioExpo '93	Jun 1992	France	EAITC	613-996-5554
Trade fair: Interhospital '92	Jun 1992	Germany	ISTC	514-283-8813
Biotechnology, trade mission from:	Jun 1992	France	ISTC	416-973-5033
Bio-technology mission on waste management	Jun 1992	France	EAITC	613-996-5554
Medical equipment and devices, trade fair, information booth: Medica '92	Sep 1992	Scandinavia	ISTC	613-954-2927
Hospital/medical/laboratory equipment, trade fair, information booth: IFAS	Nov 1992	Germany	EAITC	613-996-5554
Biotechnology, trade mission to:	Nov 1992	Switzerland	ISTC	613-954-3071
Biomedical/pharmaceutical, trade mission from:	Feb 1993	Austria	EAITC	613-996-5554
Trade fair: Intermedica	Mar 1993	Spain	EAITC	613-996-5554
	Mar 1993	France	ISTC	514-283-2078
Japan				
Biotechnology, trade mission to: (Bio Japan 92)	Aug 1992	Japan	EAITC	613-995-1677
Medical devices market exploratory mission: explore market/distributor possibilities	Feb 1993	Japan	ISTC	613-954-3042
Products for elderly, solo show:	Mar 1993	Japan	ISTC	613-954-3071
	Mar 1993	Japan	EAITC	613-995-1677
East Asia				
Biotechnology, study:	Jun 1992	Hong Kong	EAITC	613-995-6962
Biotechnology, trade mission from:	Jun 1992	Taiwan	EAITC	613-996-6987