

INTRODUCTION

The global medical devices industry is marked by change. These changes present tremendous challenges and opportunities and will drive the industry over the next decade.

Cost containment pressures in healthcare, the aging population, the home healthcare movement, environmental sensitivities, the AIDS crisis, the trend towards preventative medicine and health maintenance, and the advances in strategic technologies are driving market demand and creating niches with enormous growth potential. Liberalization of trade and the globalization of business operations are also creating new opportunities for medical device manufacturers.

The Canadian medical devices industry has been quick to respond to the many challenges.

Canada has established a reputation as a reliable exporter of quality medical products; many companies have already penetrated foreign markets and are paving the way for others to follow.

Canada is capitalizing on niche market opportunities. For example, Canada supplies 30 per cent of Swiss requirements for alpha, beta and gamma radiation equipment for medical and surgical use. In the United Kingdom, Canadian companies have established markets for imaging equipment, incontinence wear, motion-analysis systems, and specialty hearing aids. In Japan, Canadians have been successful in selling imaging systems and peritoneal dialysis machines.

This report provides market data obtained from Canadian embassies, consulates and trade missions around the world. It offers Canadian medical device manufacturers, who are currently involved in international business, an opportunity to expand or enter new markets. For new exporters, it offers important market data, including market access, distribution channels, promotional activities, and names of agents and distributors, which can be used to analyze market potential.

This report is a starting point only. It is designed to assist Canadian exporters with that first critical step: developing a short list of markets with significant potential for their products.