

# HEALTH

## Market Overview

Over 1,100 pharmaceutical manufacturers operate in Germany, including many large multinationals. Pharmaceutical sales showed continued strong growth. In 1999, public health insurers paid out DM36.2 billion for prescription medications (of which 41.2% were generic drugs), and total sales grew 5.2% over 1998. Germany is a net exporter of pharma products. In 1999, exports were DM28.6 billion (a 9.6% increase over 1998), while imports rose to DM21.4 billion. Germany now leads Europe in the number of biotech and biopharma firms, many of which are actively seeking partnering and technology-sharing opportunities. In addition to the chemical pharmaceutical industry, natural and homeopathic remedies have wide acceptance.

Continued pressure to reign in expenditures on national health insurance has created keen interest for high-tech, innovative solutions that reduce costs while maintaining a high standard of health care. These include keeping patients out of hospitals and doctors' offices. The number of hospitals in Germany is expected to decrease over the coming years due to the increasing use of diagnostic centres, which combine professional practices and private home-care. This, in turn, should promote the development of new market sectors, such as self-monitoring and home-care service and supplies, as well as emerging technologies such as telehealth. Hospitals are finding it necessary to replace staff with tech-

nically sophisticated equipment. Buyers are receptive to cost-effective solutions covering a broad range of medical instruments and systems for diagnostic, therapeutic, prophylactic and rehabilitative applications. Areas such as laser surgery, robot-assisted surgery, bio-compatible artificial implants, minimally invasive surgery devices, bio-pharmaceutical products and medical imaging systems show particular promise.

## Market Access

The German health market is one of the largest in the world. Despite large exports, the import market is still considerable. However, this market presents a challenge for Canadian exporters. Local industry giants such as Siemens, Dräger and Bayer are well-entrenched, with the result that new exporters to the market must have sophisticated, high-quality and competitively priced products. A strong local partner or distribution network can often significantly improve market penetration, and some form of local representation is usually essential.

All medical devices and equipment must meet European regulatory requirements before they can be sold in the European Union (EU). The harmonized EU standards present a marketing opportunity for exporters. Once a product has the CE Mark, it can be sold in all 15 EU member states — a market of 350 million people.

## Information Sources

There are many trade fairs...

**International Dental Show (IDS), held every two years, Cologne, March 27-31, 2001:**

<http://www.koelnmesse.de>  
E-mail: [info@koelnmesse.de](mailto:info@koelnmesse.de)

**A+A - Occupational Safety and Health at Work, held every two years, Düsseldorf, May 14-17, 2001:**

<http://www.messe-duesseldorf.de>  
E-mail: [Info@messe-duesseldorf.de](mailto:Info@messe-duesseldorf.de)

**EXPOPHARM - International Pharmaceutical Trade Fair, held annually in a set rotation pattern between Düsseldorf, München and Leipzig, Munich, September 13-16, 2001:**

(there is some English info)  
<http://www.expopharm.de>  
E-mail: [expopharm@abda.de](mailto:expopharm@abda.de)

**REHACare International - International trade fair for those with special needs and those requiring care, held annually, Düsseldorf, October 2-5, 2001:**

<http://www.messe-duesseldorf.de>  
E-Mail: [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

