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A R K E T S U M M A R Y — M E X I C O

Medical Devices and Equipment

MEXICO'S HEALTH CARE CHALLENGE

The Mexican Health Care System faces unprecedented challenges, as health care providers struggle to serve a larger proportion of a rapidly growing population. Between 1970 and 1990, the proportion of the population covered by health care programs more than tripled, and by 1992, only seven percent of the population did not have access to full coverage.



INDUSTRY MARKET PROFILE

The Department of Foreign Affairs and International Trade has prepared an extensive study of the **Mexican Market for Medical Equipment and Health Care Services**. This report, and summaries on each of the markets for Medical Devices and Equipment, and Health Care Services have been researched by Townsend Trade Strategies Inc. and published by Prospectus Inc. under the Access North America Program. Copies of these publications are available from:

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Mexico is faced with a growing incidence of "first-world" diseases, such as cardiovascular ailments, cancer, mental disabilities and addictions. At the same time, it must continue to cope with the diseases of underdevelopment, including infectious diseases, parasites and malnutrition as well as maternal and neonatal deaths.

The magnitude and the complexity of these challenges have been recognized in Mexico, and there is growing awareness that a broad restructuring of the Health Care System is needed. Among the proposed changes are the following:

- decentralization of health care delivery to each state;

HIGHLIGHTS

The Mexican Health Care Sector offers important opportunities for Canadian suppliers of medical devices and equipment:

- the population is growing rapidly, and the proportion covered by health care programs has also risen sharply, increasing demands on the health care system;
- health care budgets are not increasing fast enough to keep pace with these changes;
- there are growing demands for improved quality of health care;
- the incoming administration of President Zedillo is committed to meeting these demands through improved efficiency; and
- this can be achieved partly through the use of the latest diagnostic and treatment technologies, most of which will be imported.

