

## EXECUTIVE SUMMARY

This report embodies the results of a situation study conducted by Joaquin Cunanan & Co. on the Philippine market for medical equipment and supplies. The study was undertaken for the Canadian Embassy consistent with its continuing efforts to promote trade between the Philippines and Canada and was performed with the two-fold objective of assessing the current market situation to determine its growth prospects within the foreseeable future term and identifying opportunities for market entry by prospective Canadian exporters.

The tasks involved an analysis of the current structure and profile of the market as well as its historical performance over the past five (5) years and the various government regulations and policies attendant to it. This served as the take-off stage for determining the existing size of the market for medical equipment and supplies.

Forecasts of demand magnitudes were developed on the basis of historical and anticipated behavior of the basic determinants of market demand, such as population and income growth rates. Finally, a set of key issues critical to market access are presented in summary version to aid prospective Canadian suppliers in formulating responsive strategies to penetrate the local market.

### Market Profile

The market is heavily dependent on imported items for its medical equipment and supplies requirements, particularly on the equipment and instruments. Although the market continues to rely mainly on foreign sources for furniture and supplies, the presence of local production capability in this area has given the market self-sufficiency and even export capability in certain commodities such as wooden furniture, sterilized absorbent cotton, adhesive plasters for medical and surgical purposes, linens and textiles, false teeth and artificial dentures and bridges of any material.