

The hospitals obtain supplies directly from the Ministry of Public Health, which is responsible for the purchase of equipment. Each hospital sends an estimate of its requirements to the Ministry of Public Health, which distributes the budget to the various hospitals and health centres according to priorities. The Equipment Division of the Ministry of Public Health makes between six and eight tender calls per year, two or three of them international. The Ministry may consult directly when only one supplier exists for a given item.

There is very little trade between Morocco and Canada in medical equipment and little awareness of Canadian supplies either in the public or private sectors. Local representatives are not well informed about Canadian health technologies and Canadian companies must be technically and commercially more aggressive. Canada's presence in Morocco is quite recent and involves mainly pharmaceutical products. In all, Canada has helped to train medical personnel, for example, by way of an exchange between the Canadian Institute of Health Administration and the Moroccan Ministry of Public Health

Foreign suppliers are moderately satisfied with the after-sale service usually provided by local distributors, except in the case of some radiology equipment, where excellent after-sale service exists.

The most common form of payment is an irrevocable letter of credit. Distributors' commissions are about 25 per cent. Customs tariffs are around 35 per cent, except for certain items such as instrumentation, which are tax-free. The tax is quite low on some equipment, i.e. 12 per cent on radiology equipment. There are no quotas. Local companies are open to partnership, especially in radiology, laboratory and cardiology.

Buyers and Distribution Channels

Moroccan distributors of medical equipment have available catalogues on new technologies which the buyers use for reference.

The best-known national catalogues are:

- UGAP (French)
- Made in Europe
- International Hospital Equipment (American)

Buyers are also kept informed of new technologies by taking part in numerous events such as the medical fairs in Morocco (Medical Expo), and in France (Hospital Expo and Intermedica), as well as by attending seminars, medical congresses and open houses. In order to increase their market share, foreign companies emphasize direct contact with Moroccan medical personnel and participate in local medical congresses.