

## OTHER SECTORS OF OPPORTUNITY

- Biotechnology, Medical and Health-care Products
- Business, Professional and Educational Services
- Construction Products
- Defence Programs and Products
- Financial, Insurance and Agency Services
- Fisheries and Sea Products
- Forest Products
- Primary/Secondary Industrial Machinery

## BIOTECHNOLOGY, MEDICAL AND HEALTH-CARE PRODUCTS

### Opportunities

The medical equipment market is estimated to be US\$150 million per annum and is assumed to be growing at a rate of 20 percent.

India's pharmaceutical market is ranked ninth internationally, with a 1.5-percent share of the total world market. The import of finished pharmaceuticals is almost negligible, and is confined to very specialized ones such as anti-cancer drugs. Nearly half of the trade is controlled by 25 MNCs, of which the leading companies are: Glaxo, Pfizer, Hoechst, Boots, Burroughs Wellcome, Parke Davis, John Wyeth, Ciba Geigy, Eskayef, E. Merck, Roche, and Rhone Poulenc. In 1995-96, the import of drugs, pharmaceuticals and intermediates was estimated at US\$490 million, and included antibiotics, penicillin and its salts, erythromycin and its preparations, vitamins and provitamins, vaccines (polio, human and veterinary), preparations containing insulin, caustic and other hormones, and tetracyclines and their preparations.

To upgrade and expand the level and quality of its medical services, the Indian market requires a variety of medical electronics equipment. Medical electronics equipment is one of the fastest-growing subsectors in India (with an annual growth rate of about 20 percent). The major foreign companies

present in India include: Siemens, Phillips Medical, GE Medical, Hitachi, Hewlett Packard, Shimadzu, and Toshiba. The current market for medical electronics equipment is estimated at US\$450 million. India imports as much as 85 percent of its total requirements. To implement its plan "Health for All" by the year 2000, the government plans to equip district hospitals and medical colleges with high-tech medical equipment. With the success of private-sector hospitals, there has also been increasing interest by the private sector to set up hospitals throughout India. As per a recent estimate, by the end of 1998, the market could well exceed US\$900 million.

For Canada, there are excellent opportunities in the following areas: ultrasound-based echo cardiogram units; dopplers of various types (i.e. continuous wave, bidirectional, and pocket-sized); heart diagnosis and treatment equipment (including digital subtraction machines); equipment for dental treatment (dental X-ray equipment with direct print-out, dental burs); ultrasound scanners for abdominal applications and gynaecology; diagnostic equipment for cancer treatment; solid-state lasers for ophthalmology, urology, angiology, cardiology and surgery; and therapy lasers and semiconductors for rheumatology and dermatology. Opportunities also exist for health-care facility consulting services.

### References

- Focus India: A Business Guide for Canadian Medical Devices and Services Firms
- Focus India: The Pharmaceutical Market in India

