

INTRODUCTION

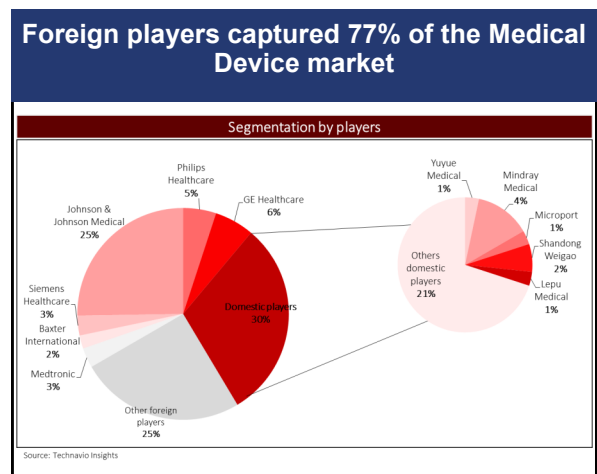
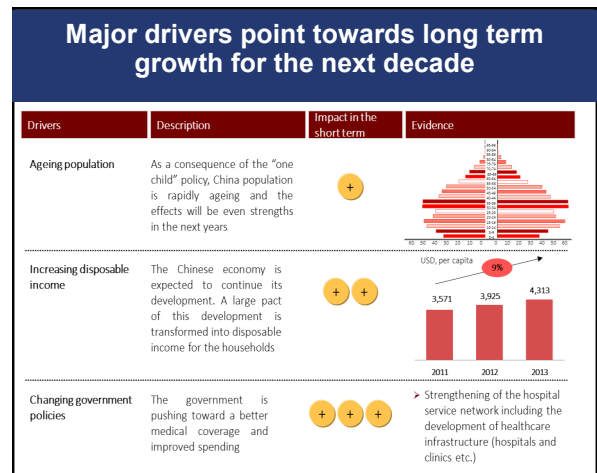
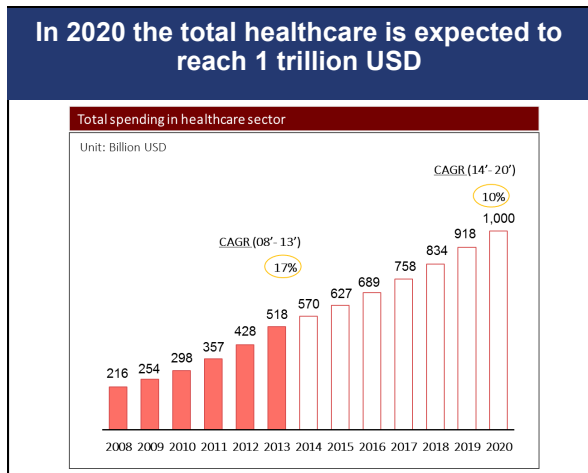
China represents one of the most rapidly growing healthcare markets in the world and is expected to keep growing for the next decade. Potential opportunities exist in all sectors: Pharmaceuticals, Medical Devices and Medical Services.

CLIENT BACKGROUND

Our client is a mid-sized medical device and consumables manufacturer, who want to enter China market. They launched the project to better understand how's China market, where are the risks, how to define the strategy and what's the action plans.

KEY FINDINGS

- With the 2009 new blueprint for healthcare reforms and the 12th Five Years Plan (2011 to 2015) the government emphasizes the role of foreign investments and private capital (also through Private Equity funds) in the development of the healthcare sector
- New areas of activity have been opened to direct foreign investment (e.g. Medical services)
- There is a huge gap to be filled in between the public service (almost free of charge but with very poor service) and the few private initiatives (with good service but extremely expensive)



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