



AACC / Scherago International Market Briefing VIII

The 2005 Briefing for the Clinical Diagnostics Industry

Confirmation: AACC/Scherago International Market Briefing

Date: July 25, 2005

**Time: 7:00 AM-8:00 AM
Continental breakfast & informal discussion**

**8:00 AM-1200 Noon
Briefing**

**Location: Rosen Centre, Junior Ballroom F
9840 International Drive, Orlando, FL
(The Rosen Centre is next to the convention center)**

**Note: Please bring your business card as it is your
entry pass to the briefing**

**Following this page is the final program and a registration form should
others from your organization wish to attend.**

Session titles and abstracts

| Roundtable Breakfast Meetings: 7:00 AM – 8:00 AM | |
|---|--|
| 7:00 Abstract | <p>Informal Discussions with the Speakers and Trade Specialists</p> <p>This session provides an opportunity to meet the speakers and the US DoC Healthcare Team, exchange business cards and arrange meetings</p> |
| Session 1: 8:00 AM – 10:00 AM | |
| 8:00 Abstract | <p>Introduction and International Trends of the AACC Herb Burklund, President Scherago International, New York, NY</p> <p>Update of AACC international trends.</p> |
| 8:10 | <p>Moderator and Speaker Introductions Art Torrellas Consultant: Corona del Mar, CA</p> |
| 8:15 Abstract | <p>Global IVD Market and Industry Outlook Kerri Weinert, President Boston Biomedical Consultants, Waltham, MA</p> <p>During 2004, the total worldwide IVD market grew +7% in Local Currency/LC to a new high--\$29.4 billion in net manufacturers' revenue-- after having grown at a slower +6% LC rate in 2003. The Consultants note that the weakening of the U.S. dollar relative to foreign currency continued to account for a considerable amount of incremental market revenue, adding over \$1.0 billion in 2004 to total market growth on an actual dollar basis.</p> <p>Growth in the developed markets, with the exception of Japan, improved in 2004, however the developing markets (referred to as Rest-Of-World) continued to outpace worldwide market growth. Factors influencing short-term growth in China, Latin America and Eastern/Central Europe were highly differentiated and will be discussed during the presentation, and the Consultants' 2009 market projection.</p> |
| 8:45 Abstract | <p>Global Export Programs for US Companies Timothy G. Thompson, Jr., Executive Director, Global Trade Programs US Department of Commerce, Washington, DC</p> <p>The U.S. Department of Commerce (DOC) has a number of programs that help U.S. companies export their products to every corner of the world. An overview of these programs will be presented including the Gold Key program which provides U.S. companies with direct access to distributors, manufacturing facilities or other services to facilitate the exportation of IVD products. This information serves as a prelude to the next presentation regarding a diagnostic company's successful experience with the Gold Key program.</p> |
| 9:00 Abstract | <p>Entering the China IVD Market using the Department of Commerce John Fewster, Vice President Sales and Marketing Cliniqa Corporation, Fallbrook, CA</p> <p>CLINIQA, a small company with little prior knowledge of China, decided to enter this market. With scarce resources, their goal was to identify OEM customers and reliable distributors. This case study will describe the implementation of the U.S. Department of Commerce Gold Key program to accomplish this goal.</p> |

| | |
|----------|---|
| | |
| 9:30 | How to Approach the China Market with Innovative IVD Products James Jian Ho, MD, PhD, DABCC, President Lawke Health International Limited, Beijing, China |
| Abstract | New data on the China IVD market size and growth along with a synopsis of policy changes will be discussed. This will be followed a review of the IVD industry, changes in sales strategies, pricing structure and recommended strategies for medium sized IVD companies. The presentation will end with an overview of Hong Kong and the government's support of life science development. |
| 10:00 | Coffee Break |
| | Session 2: 10:20 AM – 12:00 Noon |
| 10:20 | The European Market: New Opportunities for Growth Edward Fantasia, Director, Commercial Service Europe US Department of Commerce, Dusseldorf, Germany |
| Abstract | The European IVD Market continues to expand and remains the largest market after the US. The addition of new and prospective members to the EU, demographic, disease and treatment patterns as well as a growing appreciation of the key role of IVD in contributing to health care cost containment (within strained budgets) will all present significant opportunities for companies able to strategically position themselves in a dynamically changing and wealthy region. This presentation will review trends, challenges and chances for the IVD industry in Europe and summarize market research ¹ performed by commercial specialists under the US Department of Commerce's Showcase Europe Program. It will also explain how the US Commercial Service's team in Europe can assist your company in penetrating and expanding your business in one of the world's major IVD markets. |
| 10:50 | Marketing IVD Products in India Kevin McCullom, Director of Sales Medica Corporation, Norwood, MA |
| Abstract | Medica Corporation has achieved the goal of being the number one supplier of stand-alone electrolyte analyzers in India. This presentation will describe the process of achieving this objective, the sales and marketing environment and the enormous opportunity for IVD companies in India. |
| 11:20 | Latin American Outlook for 2005 Carlos Padilla, Director Rochem Biocare Group, Bogota, Colombia |
| Abstract | Many new IVD business opportunities are developing in Latin America. In addition to the major laboratories, a new generation of small, local distributors have developed that provide service to smaller laboratories. This presentation will include a discussion of the currency situation including the comeback of the over-devalued Latin American currencies and the weak dollar. |
| 11:50 | Q & A |
| 12:00 | Adjourn |

¹ Reports by country providing statistical information on the IVD market size, imports, etc.

Reservation Form

AACC/ Scherago International Market Briefing VIII

The 2005 Briefing for the Clinical Diagnostics Industry

Monday, July 25, 2005: 7:00 AM – 12:00 Noon
Rosen Centre, Orlando, Florida

This briefing is a value-added service for Clinical Lab Expo exhibitors and special guests. There is no registration fee however; reservations are required.

Company/Organization _____

Name _____ **Title** _____

Fax _____ Email _____

Name _____ **Title** _____

Fax _____ Email _____

Name _____ **Title** _____

Fax _____
_____ Email _____

Herb Burklund, Scherago International

Fax: (1) 212 643 1757

(1) 212 643 1758

E-mail: herbb@scherago.com

Office Use: Reservation Confirmation _____ Final confirmation _____