



## **AACC/Scherago - 2009 International Market Briefing**

### **The 2009 Briefing for the Clinical Diagnostics Industry**

**Monday – July 20, 2009: 7:00 AM – 12:00 Noon -Chicago, IL**

As a value-added service to AACC Clinical Lab Expo exhibitors, the AACC and Scherago International present a special briefing for exhibitors and special guests who are attending the Clinical Lab Expo. This is the 12th in a series of annual briefings to acquaint exhibitors with the latest developments in world markets, highlighting opportunities for small and medium-sized manufacturers.

**Of the 700 executives who registered in 2008, 80% were company officers or international marketing executives. By region of residence, registration was evenly split between North America and International locations.**

Prior to the briefing (7:00 AM to 8:00 AM) there will be an opportunity to enjoy a continental breakfast and network with the speakers. For U.S. companies, members of the U.S. Department of Commerce (DoC) Healthcare Technology Team will also be available.

The briefing will officially begin at 8:00 AM with a summary of the global IVD market, including highlights from areas of the most rapid growth by market and geographic segments. After the global update, there will be presentations covering India, international cooperation initiative and two presentations on China: 1) the Chinese healthcare initiative and 2) a macro view of the IVD market.

**Register Online:** <http://www.regonline.com/Checkin.asp?EventId=711010>

#### **Who Should Attend**

Presidents/CEOs/Managing Directors  
Export Managers  
International Marketing and Sales Managers  
Distributors  
Area Managers  
Market Intelligence Executives  
Finance Executives  
Business Development Managers  
Trade Specialists  
Product Managers  
International Consultants  
Anyone new to international marketing and sales

**Session titles and abstracts ►►**

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## Final Program: 2009 AACC/Scherago – International Market Briefing

### Roundtable Breakfast Meetings: 7:00 AM – 8:00 AM

7:00 AM	<b>Informal Discussions with the Speakers and Trade Specialists</b> Start the day with continental breakfast and meet the speakers and U.S. Department of Commerce Healthcare Team, exchange business cards and arrange meetings.
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### Session 1: 8:00 AM – 10:10 AM

8:00	<b>Introduction and International Trends of the AACC</b> Herb Burklund, President Scherago International, Jersey City, NJ,
	<b>Moderator and Speaker Introductions</b> Art Torrellas Consultant: Corona del Mar, CA
8:10	<b>Global IVD Market and Industry Outlook</b> Kerri Weinert, CEO Hrish Poola, Market Consultant Boston Biomedical Consultants, Waltham, MA  As BBC celebrates its 32nd year providing global IVD industry/market updates, Ms. Weinert's and Mr. Poola's presentation will feature an update on 2008 worldwide performance as compared to 2007, a forecast of the 2013 market, and the factors influencing short-term market expansion. Growth in the Emerging/Developing markets continues to be one of the important factors in overall market growth as more mature markets are affected by pricing and growing market consolidation. This year's presentation will feature an analysis of the Indian IVD market, with emphasis on the fundamental Indian market strengths and challenges as it grows at a rate 3-4 times the worldwide market over the next 5 years.
8:50	<b>India Revisited: The IVD Market / Off-Shore Manufacturing</b> Suresh H. Vazirani, Chairman and Managing Director Transasia BIO-Medicals Ltd., Mumbai, India  Suresh Vazirani, founder of Transasia BIO-Medicals, will first provide an update of one of the fastest growing IVD markets in the world. The second part of his presentation will provide a case study in Asian off-shore manufacturing by implementing the use of free-trade zones.
9:30	<b>Opportunities and Challenges for Exporters - A Discussion of Anti-counterfeit Initiatives, IPR Issues, Trade Facilitation Efforts and Regulatory Harmonization with a focus on Specific Emerging Markets</b> Richard Paddock, Director, Medical Devices International Trade Administration, USDOC  The global <i>In Vitro</i> Diagnostic (IVD) market is undergoing a period of significant growth fueled by a variety of factors, including opportunities created by developments in emerging markets. As China, Brazil, India and ASEAN nations place greater emphasis on improving the quality and accessibility of healthcare the demand for IVD products in these markets will accelerate. Challenges, including counterfeit products, cost containment efforts, regulatory developments, IPR and the economic downturn also face U.S. IVD exporters
10:10	<b>Break</b>

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### Session 2: 10:35 AM – 12:00 Noon

#### China

The Chinese government will spend \$120 billion by 2010 to establish universal healthcare for the country's 1.3 billion people. The money will be spent on improving health insurance and raising the standards in public hospitals. Long-term plans include the construction of 400 hospitals each year for the next 10 years.

Depending on the information source, the Chinese IVD market will experience an annual increase of 15%-20% for the next few years.

The next two sessions will describe the impact on the sales of IVD products and a macro view of regulatory changes in the Chinese IVD market.

10:35	<p><b>Chinese Healthcare Reform: Expectations of IVD Exporters to China</b> Nathaniel Whitney, President Whitney Research, Beijing, China and Littleton, MA</p> <p>The enormous influx of funds in the support of Chinese healthcare reform will have a dramatic effect on both domestic and foreign manufacturers of IVD products. What can exporters to China expect? What preparations are needed? What are the obstacles? Nat Whitney, who has spent much of his professional career in China, will help provide some answers to these questions.</p>
11:15	<p><b>A Macro View of the Chinese IVD Market</b> James Jian Ho, MD, PhD, DABCC, President Peking Union Lawke Biomedical, Beijing, China</p> <p>Dr. Ho, who has addressed this forum five previous times, now resides in Beijing and operates one of the largest clinical laboratories in the region. He organizes and chairs the annual China IVD Summit which began in 2006. He will bring his understanding of both Western and Chinese IVD markets in presenting a macro view of the Chinese market. Subjects will include: key issues and concerns regarding the recently implemented Chinese IVD Laws, Regulations and Laboratory Accreditation and IVD Manufacturing in China.</p>
11:50	<b>Q&amp;A</b>
12:00	<b>Adjourn</b>

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