



AACC/Scherago - International Market Briefing

The 2011 Briefing for the Clinical Diagnostics Industry
Monday - July 25, 2010: 7:00 AM - 12:00 Noon - Atlanta, Georgia

As a value-added service to Clinical Lab Expo exhibitors, AACC and Scherago International present a special briefing for exhibitors and special guests who are attending the Clinical Lab Expo. This is the 14th in a series of annual briefings to inform exhibitors of the latest developments in world markets, highlighting opportunities for small and medium-sized manufacturers.

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 Boston Biomedical Consultant's Global Update of the IVD Market, including highlights from areas of the most rapid growth by market and geographic segments. The remainder of the briefing will focus on regions of double-digit IVD growth, specifically, Brazil, Indonesia, China and a presentation regarding IVD instrument needs for emerging markets.

[Registration](#)

Who Should Attend

Of the 700 executives who registered in 2010, 80% were company officers or international marketing executives. By region of residence, registration was evenly split between North America and International locations. Below is a sample of the company titles represented:

- > Presidents/CEOs/Managing Directors
- > Export Managers
- > International Marketing and Sales Managers
- > Area Managers
- > Market Intelligence Executives
- > Finance Executives
- > Business Development Managers
- > Trade Specialists
- > Product Managers
- > International Consultants

▶ **7:00 AM Continental Breakfast & Networking**



▶ **8:00**

Introduction and International Trends of AACC

Herb Burklund, President
Scherago International (USA)
Chair: International Market Briefing



Moderator and Speaker Introductions

Art Torrellas
Consultant: Corona del Mar, CA



▶ **8:10**

Global Update

David O'Bryan, President and Senior Consultant
Boston Biomedical Consultants (USA)

Abstract: As BBC celebrates its 34th year providing global IVD industry/ market updates, Dr. O'Bryan's talk will discuss a top line review 2010 worldwide IVD market performance in 2010 as compared to 2009, a top level forecast of the 2015 market, and touch on the factors influencing short-term market performance. As an introduction to the other speakers' more focused emerging country reviews, Dr. O'Bryan will underscore common factors driving Emerging Market growth.



▶ **8:50**

"Opportunities for IVD Companies in the Developing World"

Andreas Knaack, Director Biomedical Instruments & Devices, Invetech
(Australia)

Abstract: IVD needs in developing nations exist, and where the need exists, suppliers are rising to meet it. Ignoring these markets will allow a whole crop of new entrants to appear. Once these entrants have conquered the technological difficulties of the developing nations they will have established a low cost base from which they will be well placed to change the rules in the existing IVD markets.

The future of IVD markets belongs to low cost suppliers. Those succeeding in developing nations will have a running start on reshaping the global market.



▶ 9:30

"Brazil: Opportunities and Threats in the Business Value Chain of the IVD market"

Tarcisio B. Vilhena Filho, CEO
Labtest Diagnóstica (Brazil)

Abstract: The Brazilian IVD marketing: An insight of its characteristics and peculiarities. Subjects will include: trends (economic, financial, social, technological, etc.), investments, government and private sector, M&A trends on each of the value chain, sales channels for the IVD products, price pressures, challenges related to social differentiation and opportunities.

▶ 10:10 Break



▶ 10:35

"Indonesia: Does BRIC need another I?"

Carl McEvoy, Partner
McEvoy & Farmer (USA)

Abstract: The talk opens with a discussion of the importance of developing, or emerging markets and how the 2008-9 recession accelerated the shift in the world economy away from the rich countries and to the countries where there is population growth as well as higher economic growth rates. I will discuss the origin of the acronym BRIC (Goldman Sachs in 2001) and briefly discuss Brazil, Russia, India and China. While these remain important countries, there are an additional four that should be considered as well: Indonesia, South Africa, Turkey and Mexico. After brief mention of the last three, I will move to a discussion of Indonesia and what we have learned in doing our fifth study of their IVD market.

Finally, I will unveil a new acronym which encompasses all eight of the most important emerging markets. This, of course, has to remain top-secret.



► 11:15

"China: "A Road Map for IVD Market Entry"

Ting Yang, International Vice President
Mindray (China)

Abstract: China was once quoted as "the world's largest startup" and the "world's largest turnaround." Its 1.3 billion potential customer base attracts many multinationals. Although it appears complicated, with a stable government and a furious pace of transition to the Western technology and life-style, China is gradually becoming a more understandable and transparent place for business.

As expected, barriers for new-comers exist, such as long queue regulatory requirements, provincial reimbursement approval systems, various purchasing models and decision makers, expensive logistics and many others. Cultural differences are more difficult to address but inevitable. This presentation would certainly touch these critical topics with our humble experience.

Possible ways of entering this market would be discussed. Although entry strategies or plans should be considered in a highly case-by-case manner, some common pros and cons of various entry methods will be compared. Overall this presentation hopes to offer material information to facilitate your decision making process.

Closing Remarks

12:00 Noon: Adjourn

Registration

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