



# Healthcare opportunities in Asia-Pacific

The Asian market is huge and growing. With a 3.5 billion population, some 60% of the world's total, Asia-Pacific's healthcare markets offer significant scope for growth compared with the established markets of the U.S. and Europe.

The Asian pharmaceutical market was worth some US\$107 billion in 2005. Medical technology in Asia-Pacific accounted for approximately US\$75 billion of a global market valued at US\$220 billion in 2004. In same year, investments in biotech companies topped US\$10 billion across Asia Pacific.

Many governments in the region, from Taiwan to Malaysia and Singapore, have strategies in place to promote the life sciences sector as a key pillar of national economic growth and have generous funding and incentive programmes to attract multinational healthcare companies and support start-ups in biomedical science.

There are many ways for companies to tap into this vast business potential but key to success is to understand the nature of the market. Asia is not a coherent whole. Each country has its distinct way of doing business in terms of regulations, practices, sales channels and approach to decision-making and relationship building. What succeeds in one country may fail in another. Local knowledge is essential.

Strategically located in Singapore, and with over 100 years' combined experience from the medical devices, diagnostics, pharmaceutical and biotechnology industries in Asia-Pacific, Biomedical Strategy Consultants is ideally positioned to assist Asian, European and North America based healthcare companies to fully exploit the opportunities in the region. We provide services based on our industry and geographic track record, expertise and knowledge for companies to achieve sustained profitable growth through opportunities in sales, partnerships and funding.

## Sales opportunities

We conduct regional market opportunity assessments including market research and competitor analysis to identify priority markets and opportunities, offer market entry and regulatory strategies and build and manage distribution networks across the region.

## Partnership opportunities

We assist in identifying and evaluating potential R&D partners, OEM and contract manufacturing partners and partners for licensing agreements, technology transfer and strategic alliances. We can also help you establish local manufacturing operations and obtain local government grants and incentives.

## Funding opportunities

We assist in seeking venture capital and private equity funding from Asia and local government grants and incentives for activities in Asia.

For more information please visit our web site or contact us directly.

## mission

*Our mission is to help our clients successfully exploit global opportunities in the medical devices, diagnostics, pharmaceutical and biotechnology markets.*

## Biomedical Strategy Consultants Pte Ltd

3 Science Park Drive, #04-18 The Franklin

Singapore Science Park I

Singapore 118223

Tel: +65 6777 7170 Fax: +65 6777 7063

E-mail: [info@biomedstrategy.com](mailto:info@biomedstrategy.com)

[www.biomedstrategy.com](http://www.biomedstrategy.com)

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