



Association of British Healthcare Industries

Trade Promotional Activity

Paul Benton
Director, International

MediWales International Trade Event – 3 July



Who we are

ABHI

Advancing access to medical technology

Our mission

To champion the benefits and use of safe and effective medical technologies in delivering high quality patient outcomes



What we do

STRATEGY

Advocating policies that allow members to operate in a favourable business environment

UK MARKET

Policies that support the rapid evaluation, reimbursement and adoption of medical technologies

INTERNATIONAL MARKETS

Policies to provide an effective gateway to foreign markets

REGULATION & STANDARDS

Policies for simple and smart regulation

ETHICS & PRINCIPLES

Policies to ensure business is conducted in the right manner



Breadth of access

NHS

- NHS Commissioning Board
- Innovation Health and Wealth Implementation Board
- NHS Confederation
- Foundation Trust Network
- NICE

Social Care

- Social Care Institute for Excellence

Commercial

- NHS Business Services Authority
- NHS Supply Chain
- National Procurement Council
- Procurement, Investment & Commercial Division

Clinical

- Royal College of Surgeons
- Royal College of Nursing
- Royal College of General Practitioners
- British Orthopaedic Association

Department of Health

- Medicines-Pharmacy-Industry Group
- Chief Medical Officer
- Innovation & Research
- Payment by Results

Political

- Parliamentarians
- Ministerial Medical Technology Strategy Group
- Life Sciences APPG
- MedTech APPG
- Public Accounts Committee

Business

- Business, Innovation and Skills (BIS)
- Cabinet Office
- National Audit Office
- Government Procurement Service

Regulation

- Medicines and Healthcare Products Regulatory Agency
- Serious Fraud Office

Industry

- LifeSciencesUK
- Medilink UK
- Eucomed
- AdvaMed
- Industry Associations
- 3MillionLives



ABHI 2012 Priorities

UK Market	<p>Create industry position on procurement and gain NHS agreement</p> <p>Establish clear and structured relationship with NHS Commissioning Board</p> <p>Adopt industry leadership role on implementation of IHAW key recommendations</p>
International	<p>Develop industry position on trade support mechanisms and influence Government</p> <p>Minimise barriers to trade with China, Brazil and India</p>
Regulatory & Standards	<p>Ensure industry positions on MDD Revision reflected in UK input to “Formal Proposal”</p> <p>Establish clear and structured relationship with MHRA Devices Division</p>
Ethics & Compliance	<p>Establish ABHI CoBP as standard for all NHS interactions with suppliers</p> <p>Develop member employee accreditation system for interaction with NHS</p>



International Overview

1) International Policy

Influence trade policy and provide strategic leadership for the industry

- International Policy Group (IPG), Territory Working Groups - EMEA, APAC, Americas
- Trade & Investment APPG (Advisory Panel) MMTSG (Secretariat)
- Government Groups – (e.g. OLS, Healthcare Industry Group, etc...)

2) Trade Promotional Activity

Provide opportunities for industry to meet customers & policy makers

- International Trade Shows (UK Pavilions & Supporting Activity)
- Trade Missions (Inward & Outward)
- Conferences & Seminars – (Market Focused, Issue Specific, UK & International)

3) Market Intelligence & Overseas Networks

Market intelligence and signposting for the industry

- Market Reports, Newsletters/Updates
- Industry Associations, Government Organisations, UK Consulates



Exhibitions

Medical Fair Asia

Singapore, 12 -14 September 2012
15+ UK Companies

Medica

Dusseldorf, 14 – 17 November 2012
120+ UK Companies

Arab Health

Dubai, 28 – 31 January 2013
130+ UK Companies

CMEF

Shenzhen, Dates TBC (Mid April 2013)
20+ UK Companies



Exhibition Support

Exhibition Stands (Full Build Package & Space Only Options)

Pod Stands (Micro Exhibition Stands)

Visitor Packages

ABHI UK Pavilion Support Stand

Product Showcase, Literature Display, PR Packages

Dedicated team to support you from beginning to end

Ministerial Visits, Business Partnering, UK Directory

Commercial Officers & Buyers

Some Grant Support Available



Trade Missions

USA (Advanced)

Boston

1 – 3 Oct

Saudi Arabia

Riyadh & Jeddah

29 Sept – 4 Oct

India

New Delhi

8 – 13 March

China

Hong Kong & Shenzhen

(2013)



Export Seminars

A Focus on: China

29th February 2012

North America Market Access Seminar

6th March 2012

A Focus on: Russia

14th June 2012

A Focus on: Saudi Arabia

28th June 2012

A Focus on: India

4th July 2012

A Focus on: Brazil

September 2012

A Focus on: Eastern Europe

October 2012

A Focus on: Africa

November 2012

A Focus on: Middle East

December 2012



Export Seminar: Focus on India

- 10.00 Registration and Coffee**
- 10.30 Chair's Welcome and Introduction, George Kennedy, Chairman of Eschmann Holdings**
- 10.45 Welcome From Host, Jim Ford, Partner, Allen & Overy**
- 10.50 Key Note: HealthCare Opportunities for UK businesses in India, Rt Hon Patricia Hewitt, Chair UK India Business Council**
- 11.10 Characterisations of Indian Hospitals and Patients, Priya Kurien, UK India Business Council**
- 11.30, India, Medtech Market Potential your Market Strategy, Jo Pisani, PricewaterhouseCoopers LLP**
- 11.50 India Regulatory Overview, Philippe Auclair, Pharmacist, PhD, Senior Director, Regulatory Strategy and Advocacy, Abbott Vascular International**
- 12.20 IP Protection & Bribery Act, Jim Ford, Partner, Allen & Overy**
- 12.40 Company Case Study: A View from Smith and Nephew, Inderjit Sidhu, Director of Strategic Planning, Smith and Nephew**
- 12.40 Panel Q&A, All Speakers (Plus Anil Vaidya, UKTI)**
- 13.00 Networking Lunch**



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