

# The World is Open for Your Business



# WHERE WE FIT IN THE FEDERAL MAZE

## Role of the U.S. Commercial Service



96% of global consumers reside outside the US

That's more than **70%** of the world's purchasing power!



# U.S. COMMERCIAL SERVICE GLOBAL PRESENCE

Overseas, we're part of  
U.S. Embassies and  
Consulates in over **75**  
countries!

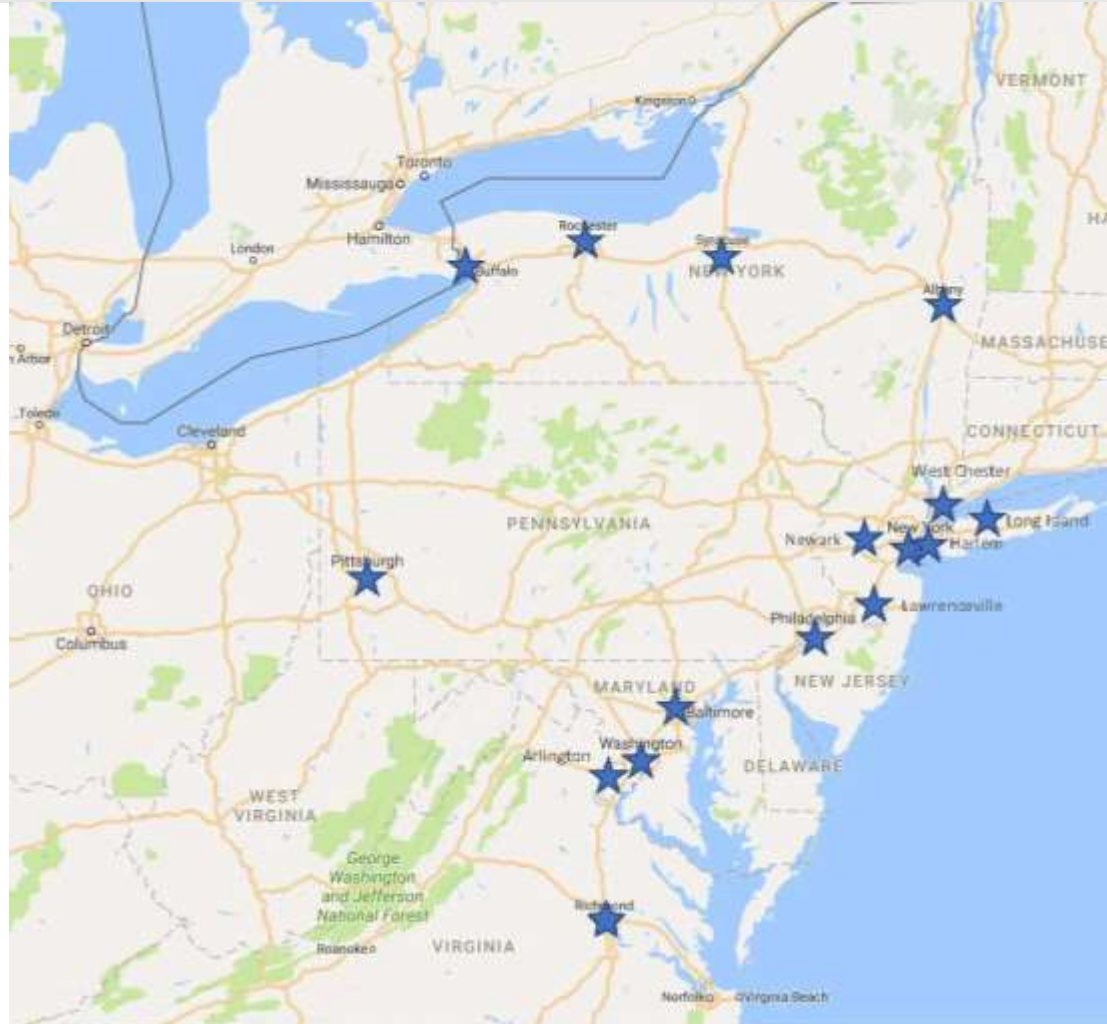




# U.S. COMMERCIAL SERVICE DOMESTIC PRESENCE



# U.S. COMMERCIAL SERVICE LOCAL OFFICES



# OUR MISSION

GROW U.S.  
**EXPORTS**  
TO  
INCREASE  
**U.S. JOBS**



We deliver customized solutions to ensure that U.S. businesses **compete and win** in the global marketplace.



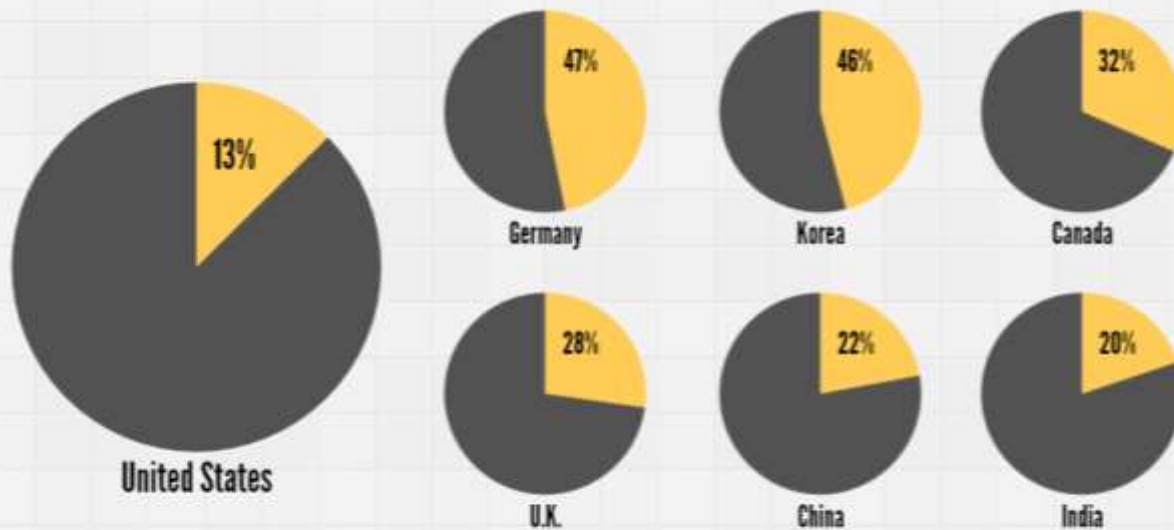
# WHY EXPORTS MATTER TO THE ECONOMY



Companies that export grow faster, have higher wages, are more likely to stay in business, and are more productive.



# THE UNITED STATES IS UNDERPERFORMING



Percentage of GDP generated by export sales in 2015

Source: Worldbank, 2015

Less than 5%  
of U.S. SME's  
export; and  
of those that  
do, 58% sell  
to just *one*  
market.

# FACING STIFF COMPETITION FROM ACROSS THE GLOBE



AUSTRALIA



APEX-  
BRASIL



GERMANY TRADE  
& INVEST



JETRO



UKTI

**The U.S. Commercial Service  
can help our U.S. companies  
compete abroad.**



# MORE U.S. EXPORTS **EQUALS** MORE U.S. JOBS

# 11.5M JOBS

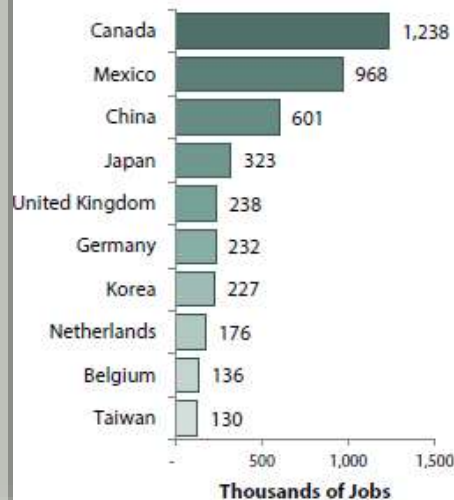


## SUPPORTED BY EXPORTS

## 6.7M

Jobs Supported by  
U.S. Goods Exports

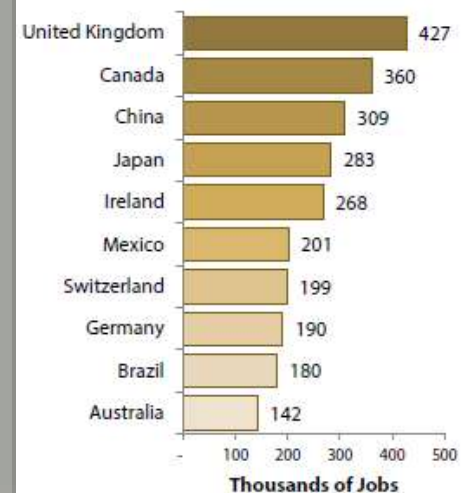
Top 10 Destinations, Jobs Supported by  
Goods Exports in 2015



## 4.8M

Jobs Supported by  
U.S. Service Exports

Top 10 Destinations, Jobs Supported by  
Service Exports in 2015



Source: U.S. Department of Commerce's International Trade Administration, Bureau of the Census, and the Bureau of Economic Analysis

# RESOURCES

Market Entry  
Market Trends  
Main Competitors  
Current Demand  
Barriers  
Trade Events

for more than **70**  
markets



Top Markets  
Future Trends  
Opportunities  
Challenges  
Competitiveness  
Assessment

for more than **57**  
markets



Available at [export.gov/industry/health](https://export.gov/industry/health)



# SUBSECTOR REFERENCE CHART

<b>Rating Definitions</b> 1 Little to no probability of success for U.S. exporters 2 More challenges than opportunities 3 More opportunities than challenges 4 Very high probability of success for U.S. exporters	Medical Devices—General	Medical Devices—Monitoring Equipment	Medical Devices—Orthopedic	Medical Devices—Surgical	Medical Capital Equipment	Biomedical	Clinical Chemistry Diagnostics	Dental	Dietary Supplements	Drugs & Pharmaceutical	Health IT	Laboratory Equipment	Used Equipment	Aging and Nursing Care	Consulting Services	Veterinary Medicine

## Western Hemisphere

Argentina	3	3	2	2	3	3	3	2	1	2	2	3	1	2	1	1
Bolivia	4	4	3	3	4	2	2	4	2	3	2	4	4	3	2	3
Brazil	3	3	2	3	3	3	3	2	3	2	4	3	1	4	2	4
Canada	4	4	3	3	3	3	3	3	2	3	3	3	2	3	3	2
Chile	3	3	3	3	1	3	2	2	1	1	2	2	1	1	1	3
Colombia	4	3	3	4	3	3	2	3	3	2	3	3	1		1	3
Costa Rica	4	4	4	4	1	3	2	4	1	2	2	2	1		1	2
Dominican Republic	3	4	4	3	3	2	3	3	3	2	3	3	2	2	3	2
El Salvador	3	3	3	3	3	1	3	3	3	3	2	3	2	1	1	3
Guatemala	4	4	3	3	3	2	3	3	3	3	3	3	2	3	4	4
Mexico	3	3	3	3	3	3	3	2	2	2	4	3	3	1	3	3

Available at [export.gov/industry/health](https://export.gov/industry/health)

[illegible]

# CERTIFICATION REFERENCE CHART

Rating Definitions	Requires FDA Certification?	Accepts FDA Certification?	Requires CE Mark Certification?	Accepts CE Mark Certification?	Other Certification Required?	Other Certification Accepted?	Certifying Body	Preferred Certification
1 Little to no probability of success for U.S. exporters								
2 More challenges than opportunities								
3 More opportunities than challenges								
4 Very high probability of success for U.S. exporters								
<b>Europe</b>								
Austria	No	No	Yes	Yes	No	No	tuev.at	Yes
Belgium	No	No	Yes	Yes	Yes	Yes	fagg-afmps.be	Yes
Bosnia and Herzegovina	No	No	Yes	Yes	No	No	Yes <sup>8</sup>	CE
Bulgaria	No	No	Yes	Yes	GMP <sup>1</sup>	Yes <sup>2</sup>	All European	Yes
Croatia	No	No	Yes	Yes	No	No	halmed.hr	CE
Cyprus	No	No	Yes	Yes	No	No	EU Notified Bodies	CE
Czech Republic	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Denmark	No	No	Yes	Yes	No	No	Dansk Standard	CE
Finland	No	No	Yes	Yes	Yes <sup>3</sup>	No	valvira.fi/en	CE
France	No	No	Yes	Yes	No	No	www.gmed.fr	Yes
Germany	No	No	Yes	Yes	RoHS/WEEE	Yes	EU Notified Bodies	No

Available at [export.gov/industry/health](https://export.gov/industry/health)

# TOP MARKETS FOR HEALTH EXPORTS

## HEALTH IT

1. Luxembourg
2. Norway
3. Netherlands
4. Denmark
5. Singapore
6. Iceland
7. Germany
8. Finland
9. Japan
10. Sweden

## MEDICAL DEVICES

1. Germany
2. Japan
3. Netherlands
4. Canada
5. Belgium
6. Switzerland
7. United Kingdom
8. China
9. France
10. Australia

Source: U.S. Department of Commerce's International  
Trade Administration

# MONTHLY NEWSLETTER



## Healthcare & Life Sciences



### News for: September

- Featured Story
- Trade Events
- Trade Missions
- Trade Leads
- Country Spotlight: France
- Did You Know...?

### Featured Story



Medical Device and Diagnostic Industry's online website published the article, "U.S. Export Opportunities in France's Healthcare Market". It describes how U.S. company, AUCIER, a medical device company, utilized market research from U.S. Commercial Service, to increase sales in Europe. It also provides insight on how YOU can use U.S. Commercial Service for YOUR company! Take a look:

<http://www.medioline.com/blog/innovative-export-opportunities-france%E2%82%99s-healthcare-market-06-01-11>

## Trade Events

# Health 2.0

### Conference - Health 2.0 11th Annual Fall Conference

Join the U.S. Commercial Service at the 11th Annual Health 2.0 Fall Conference in early October. This conference will feature leading cutting-edge innovations transforming today's global health care system, and Commercial Service staff will be available to meet with U.S. companies to discuss opportunities for their products and services in overseas markets and how they can leverage government connections and resources to find international buyers and partners.

- When: October 1-4, 2017
- Where: Santa Clara, CA

For more information, visit: <http://health2con.com/>

For questions, contact: [Cindy.Mag@trade.gov](mailto:Cindy.Mag@trade.gov) or [Athen.Christians@trade.gov](mailto:Athen.Christians@trade.gov)

Find more trade events [here](#).

### Medical Japan Webinar: Japanese Medical Device Regulatory & Reimbursement System

The Japanese market for medical equipment is one of the few sectors where the United States has consistently enjoyed a sizable trade surplus with Japan. Each year approximately \$6 billion worth of U.S. made medical devices and supplies are sold in this market, which has a total annual value of approximately \$20 billion.

Join us for a webinar to learn more about how to take advantage of these opportunities!

Topics to be discussed on the webinar include:

- The regulatory and reimbursement environment in Japan for medical technology and recent trends
- Commercialization strategies for the Japanese medical device market
- Case studies of market access for medical technologies, and how to avoid common missteps
- The Medical Japan Trade Show

Date: Wednesday, October 11

Time: 8:00pm ET/5:00pm PT

Fee: \$25

### Conference - 4th Annual Health IT Week

U.S. Commercial Service at the U.S. Consulate General in Sao Paulo is pleased to announce the 4th Annual Health IT Week.

Brazil is the seventh largest economy in the world, representing 55% of South America's GDP. It is considered the economic engine of South America as it continues to bring millions of Brazilians into the middle class raising the per capita disposable income. The country has one of the world's largest and fastest growing healthcare markets, investing nearly 9% of its GDP annually in health care services, product, and technology solutions.

This high impact business centered week is designed to help U.S. health IT companies build their business in one of the world's largest health care markets. Program includes: roundtables, site visits and intense networking with public and private sector hospitals; universities; labs; political authorities; CIOs; CMOs; business incubators and technology clusters.

- When: November 06 - 09, 2017
- Where: São Paulo, Santos, Campinas, Belo Horizonte - Brazil
- Application Deadline: The application deadline for this program will be Friday, October 6th, 2017. Applications received after the October 6th deadline will be considered as time and space permit.
- Cost: \$2,975 for Large Firms, \$2,550 for Small or Medium sized enterprises (SMEs), \$1,175 each additional firm representative (Large firm or SME - space permitting). Marketing Partnership opportunities also available.

Register here! [http://2016.export.gov/industry/health/eng\\_main\\_112349.asp](http://2016.export.gov/industry/health/eng_main_112349.asp)

For additional information, please contact: Michelle Ouellette, U.S. Commercial Service, Boston at [Michelle.Ouellette@trade.gov](mailto:Michelle.Ouellette@trade.gov) or call (617)565-4302 or Jefferson Oliveira, U.S. Consulate, São Paulo, Brazil [Jefferson.Oliveira@trade.gov](mailto:Jefferson.Oliveira@trade.gov)

Subscribe at [export.gov/industry/health](http://export.gov/industry/health)





# REAL WORLD RESULTS

**One Healthcare IT firm recently utilized our services to travel to India and meet with distributors, TPAs, USAID, and NGOs.**

*“The meetings were arranged with the decision makers which makes them more effective”*

# REAL WORLD RESULTS



Through work with the U.S. Commercial Service, a medical service provider had revenue growth of 28% from the previous year. Three new staff members were added to handle the increase in international patient volume and to maintain new business development.

*"With the assistance of the Philadelphia and global offices of the US Commercial Service, we were able to strengthen business ties to grow our business in existing Middle Eastern markets with entry to decision-makers that we would never be able to meet independently. And in our strategies to entering new markets, the Commercial Service helped us to meet key health care leaders in a targeted way that will, over time, help us to grow our business."*



# REAL WORLD RESULTS

**A local manufacturer and distributor of bio-photonic medical instruments and diagnostic devices began working with the U.S. Commercial Service in 2015 - 12% of their \$28million in revenue is now from exporting**

*“The U.S. Commercial Service has been a great help to our export efforts, we hold them in high regard.”*



# NATIONAL IMPACT

The U.S. Commercial Service assisted more than 44,000 U.S. exporters over the past two years and a record 28,692 in FY16.

FOR **\$1** ALLOCATED TO THE  
EVERY U.S. COMMERCIAL SERVICE...



ABOUT

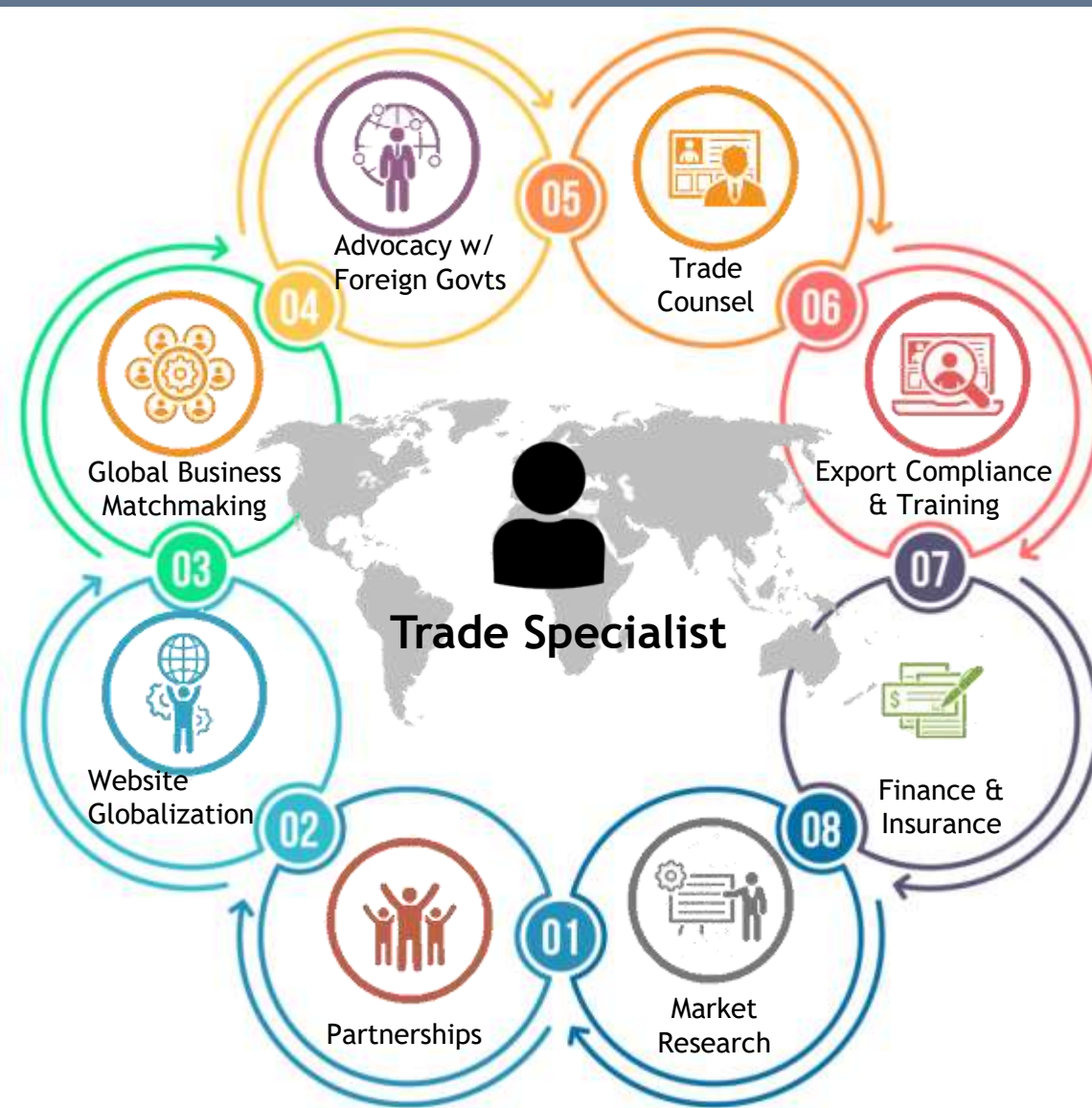
**\$156**

**RETURNS  
TO THE U.S. ECONOMY**



# 360° SERVICE

**YOUR local trade specialist can counsel you and connect you to resources across the globe.**



# BUSINESS DEVELOPMENT & TECHNICAL ASSISTANCE

- How can I find the right partners overseas?
- How can I connect with foreign government entities?
- What tariffs can I expect when exporting to Poland?
  - Can I export to Iran? What about Cuba?
- Can you help me find an in-country attorney to review my contract?
- We are bidding on a hospital development project in Morocco. What support can the USG provide?

# LOCAL PARTNERSHIPS

- State of Pennsylvania, DCED
- State of Delaware, Global Delaware
- World Trade Centers- Philadelphia, Harrisburg, Delaware
- Port Authorities- Philadelphia, Wilmington
- Commercial Service, Philadelphia
- Food Export USA
- MidAtlantic District Export Council
- Small Business Development Centers, Phila, Lehigh, Kutztown
- Delaware Valley Industrial Resource Center
- Delaware Manufacturers Extension Partnership
- City of Philadelphia
- U.S. Export Import Bank
- Small Business Administration

Local Trade Events in 2017

<https://2016.export.gov/pennsylvania/philadelphia/upcominglocalevents/index.asp>



# INCREASING JOBS AT HOME BY EXPANDING U.S. BUSINESSES ABROAD



U.S.  
COMMERCIAL  
SERVICE

United States of America  
Department of Commerce

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