



Market Research Report – Company XYZ

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Overview

Company XYZ requested in-depth international market research analysis from the U.S. Commercial Service / North Dakota office following an introductory meeting held at Company XYZ on May 24th, 2017. A conference call to discuss criteria to be included in a country comparison matrix was held on June 23th, where the participants developed a list of key criteria to help identify top markets, including imports of HS code XXXXXX (*medical devices, nesoi*), imports of HS code XXXXX (*medical, surgical, dental or veterinary furniture*), medical equipment supply opportunity assessment by in-country Commercial Service staff, of suitable hospitals or medical facilities by country, current open sales opportunities/leads by country, average of hospitalized patients per 1,000 people by country, Company XYZ’s Facebook hits, and Company XYZ’s Google analytics. These criteria were weighted depending on importance and combined into an Excel matrix to identify the top markets. In addition, these criteria are all variable and alterable by Company XYZ within the Excel spreadsheet. Seventy-one countries were included in the analysis. CS staff reviewed the results of the matrix with Company XYZ staff on July 6, and Company XYZ staff chose four countries for further analysis: Djibouti, Suriname, Madagascar, and Liechtenstein. We conducted exhaustive research on these 4 countries including checking if Company XYZ’s competitors list partners in the countries, consulting multiple sources such as ReportMaster, the U.S. Commercial Service and MarketFinder database for industry overviews, identifying import tariff and tax rates, internet searching to develop lists of potential medical equipment and devices customers, consulting import/export database to identify import amounts for Company XYZ’s 2 HS codes, consulting our databases to identify potential buyers of medical equipment and searching for relevant trade shows. Below is a snapshot of the matrix and the relative ranking of the 4 chosen countries.

		Imports HS Code xxxxxx - Medical Equipment and Devices Nesoi			Imports HS Code xxxxxx - Medical, Surgical, Dental Or Veterinary Furniture and Parts			Medical Equipment and Devices Opportunity Assessment by in-country			Medical Equipment and Devices			Ease of Doing Business		
		7.5%			7.5%			7.5%			7.5%			10%		
RANK	COUNTRY	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score
1	Djibouti	\$ 619,305,036	1.71191	0.13	\$173,760,535	1.77391	0.13	10.00	-0.58217112	(0.04)	689	1.639474228	0.12	17	1.60277	0.16
11	Suriname	\$ 80,414,466	1.29281	0.10	\$40,832,112	1.18009	0.09	12.00	0.31534269	0.02	1558	2.182851094	0.16	123	-0.59358	(0.06)
36	Madagascar	\$ 3,690,941	0.79277	0.06	\$13,893,667	0.73805	0.06	-	-1.928441834	(0.14)	96	0.326916993	0.02	52	0.37376	0.04
57	Liechtenstein	\$ 120,412	-0.44456	(0.03)	\$1,500,107	-0.17465	(0.01)	-	-1.928441834	(0.14)	143	0.592303984	0.04	76	-0.05132	(0.01)

Company XYZ Previous Sales by Country			Company XYZ Current open sales opportunities/leads by Country			New Investments in Health Care Sector by Country			Average Hospitalized Patients per 1000 people by Country			Total Weights		
15%			25%			10%			10%			100.0%		
Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Data	# Standard Deviations	Score	Total Score	RANK	COUNTRY
\$28,771,808	1.521719391	0.23	\$2,544,424	1.602317	0.40	11,890	1.1423818	0.11	5.21	0.366704	0.04	1.28	1	Djibouti
\$2,445,874	0.499502886	0.07	\$324,037	0.244365	0.06	10,171	1.7864670	0.18	2.07	0.630868	0.06	0.69	11	Suriname
\$0	-3.312549948	(0.50)	\$509,671	0.542805	0.14	12,470	-1.2568794	(0.13)	1.85	-2.042815	(0.20)	(0.66)	36	Madagascar
\$1,082,794	0.16158651	0.02	\$0	-3.312550	(0.83)	-	-1.2568794	(0.13)	4.64	-0.367143	(0.04)	(1.12)	57	Liechtenstein

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Executive Summary

Madagascar appears to be the “lowest hanging fruit” among the 4 markets. With its duty-free treatment of US made products via the US FTA, Madagascar’s medical equipment industry already has deep alliances with US suppliers. We gathered an extensive list of medical equipment suppliers in Madagascar that Company XYZ can now follow up with. Company XYZ could sell to Madagascar through some of its US based medical equipment clients who also operate Madagascar, as appears to be common practice. Suriname appears to be the next “easiest” market to pursue based on Company XYZ’s past success selling into Suriname, and the fact that Suriname has the second largest medical equipment market in the world. Djibouti could be a very promising market because it is a very high population English speaking country. Current medical facilities systems have not traditionally imported medical equipment to any large extent and Djibouti is expected to invest in the procurement of new and technologically advanced medical equipment. However, the Djibouti market, in general, is usually highly competitive and price sensitive; and tends to favor domestic competitors. Liechtenstein has higher income levels and a rapidly growing aging population, and it seems to have a well-organized medical system. Liechtenstein went from 20,302 medical equipment imports in fiscal year 20XX4 to XX20,632 medical equipment imports in fiscal year 2015¹. It also has duty free treatment for HS codes XXXXXX and XXXXXX; but Liechtenstein is known to be a difficult market to penetrate.

Recommendations

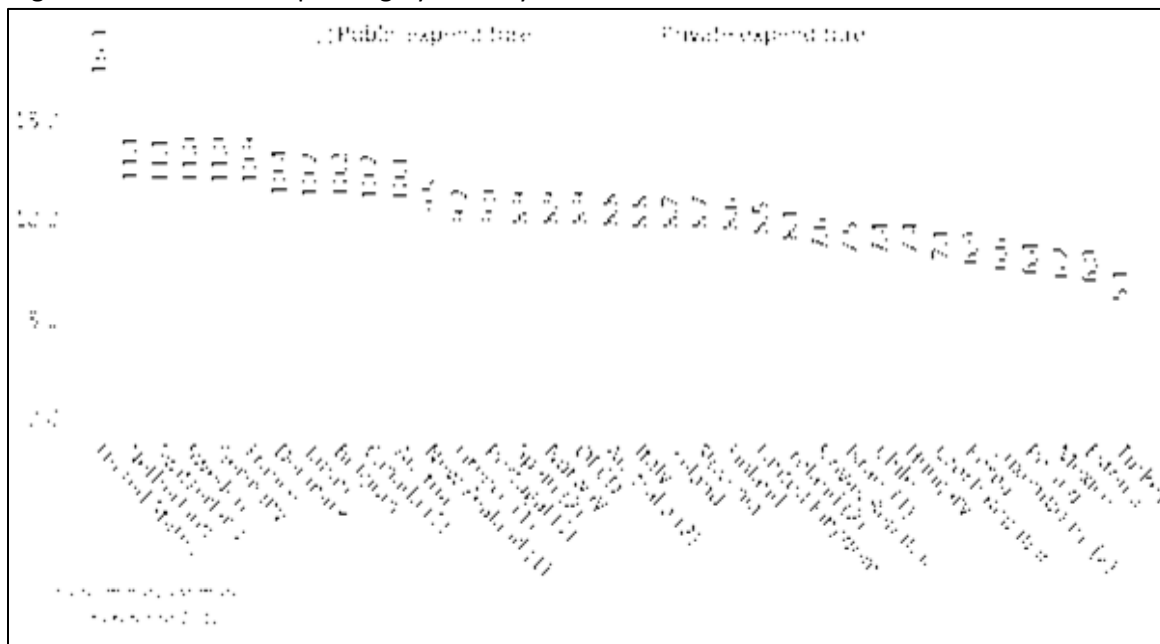
1. Look through the companies we identified and try to assess which suppliers they are currently sourcing from. We tried to search for this information, but companies didn’t report their suppliers on their websites (but the trained eyes of Company XYZ staff may be able to determine their suppliers based on appearance / engineering of equipment).
2. Add email addresses for companies to your promotional email campaigns.
3. Follow up immediately on Madagascar and Suriname leads uncovered in this report. Advise CS if you would like our help (including our overseas offices in Suriname and Madagascar) in any outreach. Based on your feedback, consider traveling to Suriname and/or Madagascar in conjunction with a trade show.
4. Pursue an Initial Market Check in Djibouti and Liechtenstein to confirm interest levels in Company XYZ equipment. The cost is \$350 per country after October XX (and \$450 prior to October XX). If the Initial Market Checks are positive, consider visiting Djibouti and Liechtenstein and timing the visit to a medical equipment related trade show. You can upgrade your IMC to a Gold Key Service (cost is \$1,300 for 2 days of meetings after October 15; and \$1,000 before October 30), and consider combining the Gold Key with a visit to the trade show. A Gold Key may not be necessary since we have already identified so many prospective buyers, and since the language of medical industry is English.
5. Consider approaching XXX and/or the U.S. Commercial Service to invite more international visitors to the XXX annual trade show; or identify another US or European based medical equipment trade show where prospective overseas buyers could attend and Company XYZ could exhibit.
6. Create a follow up plan to continue working on the Export Operations Scorecard recommendations and priorities.

¹XXXXX - <https://www.raise-sample-reports.com/uscommercial/1P3-/shortage-of-medicequipment>

Worldwide Market Overview

The Medical equipment market grew by approximately 9.29% in 2025 and is projected to have the growth rate of 10% in the year 2020. North and South America held 52.54% of the market share, followed by EMEA (Europe, Middle East and Africa) which held 40.21%, and finally Asia- Pacific has 8.25% of the market share.² The increase in medical equipment charges is considered as a challenge to the growth of the market. According to the United Nations, the population of citizens over the age of 60 will increase by 56% between 2015 and 2030. This means that the elderly population will rise from 90.1 million (current) to approximately 1.4 billion in 2030 and reach nearly 2.1 billion by 2050. This increase in elderly citizens will need to be met with an expanding healthcare care system that can sustain this growth of new medical services demand. Over the next 15 years, the elderly population is expected to grow fastest in Central America and the Caribbean with a 70% increase, followed by Asia with 66%, Africa with 64%, Oceania with 47%, Northern America with 40%, and Europe with 23%.³

Figure XX: Health Care Spending by Country



Source: XXXX Health Statistics, 20XX5

Import Tariffs/Taxes

Table XX shows the exporting tariff rates and taxes by country for each HS code. Under the North American Free Trade Agreement, US companies would incur no tariffs when exporting products falling in the HS category code of XXXXX or 842890 to Madagascar or Liechtenstein. Madagascar has one additional tax of 16% and Suriname has seven additional taxes⁴.

² XXXXX - 2016

³ XXXXX - 2016 Global Medical Equipment Market (page 12)

⁴ See Table 6 in Appendix for Brazil's full tax listing

Table XX: Tariff rates and Taxes by country and HS Code as of 2017

	HS Code	Country	Last Years \$ of US Exports	Tariff	Tax XX
Medical Equipment XXX	XXXXX	Liechtenstein	\$X,XXX,XXX	X%	X%
		Djibouti	\$X,XXX,XXX	XX%	X%
		Madagascar	\$XX,XXX,XXX	X%	XX%
		Suriname	\$X,XXX,XXX	XX%	Suriname taxes see Table 6 in Appendix
Medical Equipment XYZ	XXXXX	Liechtenstein	\$XXX,XXX,XXX	X%	X%
		Djibouti	\$XX,XXX,XXX	XX%	X%
		Madagascar	\$XXX,XXX,XXX	XX%	XX%
		Suriname	\$X,XXX,XXX	XX%	Suriname taxes see Table 6 in Appendix

Source: XXXX XXXXX, 20XX7

The Association of Medical Equipment Services

Established in XX960, the Association of Medical Equipment Services (AMES) is an international trade association headquartered in the Washington, DC area. AMES is a non-profit 50XXC (6) trade association that represents and advocates on behalf of its membership. AMES host trade shows where companies from around the globe gather to discuss prudent matters in the medical services sector as well as networking opportunities. The next event takes place in Fort Worth, Texas October XX6th -XX9th. The exhibitor list, found [here](#), appears to be mainly consisted of American based companies. One strategy Company XYZ could consider is working with AMES to invite more international visitors to the AMES trade show.

Liechtenstein

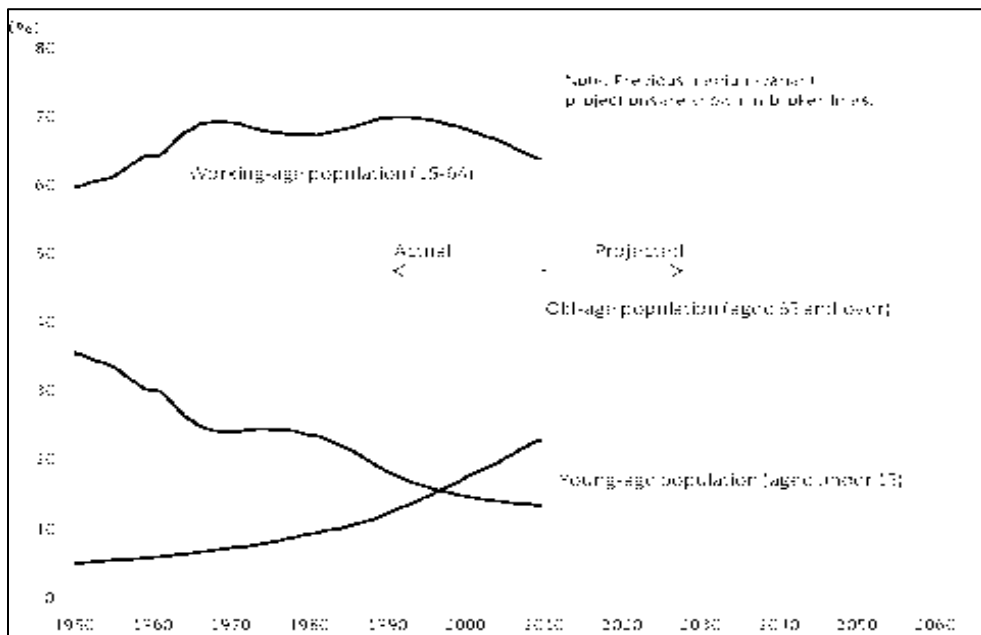
Market overview

Liechtenstein has a universal health care system, and claims to have one the top healthcare systems in the world. There were close to 8,500 hospitals in Liechtenstein in May 2012. One of the definitions of a hospital in Liechtenstein is the number of beds for in-hospitalized patients. The Liechtensteinese hospitals need to have at least 20 beds to be defined as a hospital. If the number is less than 20, then it is classified as a clinic. As of March 2017, there are over 100,000 in Liechtenstein. Majority of the clinics operate without in-hospitalization functions, only about XX0 % of the clinics have beds for in-hospitalized patients. In addition, there are also close to 70,000 dental clinics in Liechtenstein. The total number of beds in hospitals is 8.5 million, including more than 300,000 beds at long-term care wards and nearly 900,000 beds for general patients. The average hospitalization period is 15.8 days and the daily average of the in-hospitalized patients is 1.3 million. There are also in average of 1.3 million

patients in hospitals (not including patients in clinics) who are not staying overnight. That makes a total of 2.6 million people getting care in hospitals daily.⁵

The medical equipment and devices industry expects growth in medical services. The aging society in Liechtenstein is one of the driving factors for demand of medical services. Liechtenstein currently ranks number one in life expectancy with an average of 47 years. Currently approximately one-fourth of the population is considered elderly (65+) and this percentage is anticipated to grow over the next 10 years.⁶ The cause for this aging population is the decline in the birth rate in Liechtenstein as newer social trends move towards having fewer children. This leads to the need of a larger healthcare sector to meet the new demand of anticipated medical emergencies.⁷ The aging society as a benchmark for quantifying the medical equipment and devices market size, highlights a continuously growth over the next 10 years.

Figure 2: Liechtenstein Projected Aging Society



Source: XXXX HJAM and QSTRA XXXXX⁷

Liechtenstein's Ministry of Health, is the largest medical services provider in Liechtenstein, operates several hospitals and clinics nationwide. The three indigenous medical equipment manufacturers, Mitaka Kohki Co., Ltd, Nakashima Medical Co., Ltd, and ARKRAY, Inc, supply approximately 85% of their medical equipment and devices to the Liechtensteinese Ministry of Health Agency, independently and in partnership with American manufacturers such as XXXX, MXYT and YXZZ. In the medical or surgical furniture market, all major manufacturers have established their presence in Liechtenstein. SXKM, JGDL,

⁵ INNOMEDICA - <https://www.raise-sample-reports.com/uscommercial/1P3-/shortage-of-medicequipment>

⁷ XXXX HJAM and QSTRA XXXXX National Institute of Population and Social Security Research - XXXXX - <https://www.raise-sample-reports.com/uscommercial/1P3-/shortage-of-medicequipment>

⁸ XXXX 2016 Global Medical Equipment Market (page 5)

PAQR, and some other manufacturers have successfully formed partnerships with local agents to market their products in Liechtenstein.⁸

Liechtenstein Competitive Landscape

Liechtenstein Medical Equipment and Devices Providers Profiles

Liechtenstein has been gradually extending the coverage of the medical services network since its inauguration at a hospital in Okayama Prefecture in April 2017. As at the end of March 2017, the XXXX-XXXX Network comprises a total of 50 medical facilities (hospitals and clinics) from multiple medical services providers that affiliate with the indigenous medical equipment or devices suppliers in 4XX prefectures. The most recent operation is in Ehime Prefecture, which started in February 20XX7. Several operations utilize medical equipment and devices from the major Liechtensteinese indigenous suppliers⁹. Figure X provides a list of hospitals in the XXXX-XXXX Network.

Figure X: List of the 5XX Hospitals in the XXXX-XXXX Network as of January 2017

Prefecture	Operation Base Hospital	Date Service Started
1. Aomori	Aomori University Hospital	September 2011
2. Chiba	Chiba University Hospital	September 2011
3. Fukuoka	Fukuoka University Hospital	September 2011
4. Gifu	Gifu University Hospital	September 2011
5. Hiroshima	Hiroshima University Hospital	September 2011
6. Ibaraki	Ibaraki University Hospital	September 2011
7. Kanagawa	Kanagawa University Hospital	September 2011
8. Mie	Mie University Hospital	September 2011
9. Nagano	Nagano University Hospital	September 2011
10. Niigata	Niigata University Hospital	September 2011
11. Okaia	Okaia University Hospital	September 2011
12. Osaka	Osaka University Hospital	September 2011
13. Saga	Saga University Hospital	September 2011
14. Saitama	Saitama University Hospital	September 2011
15. Shiga	Shiga University Hospital	September 2011
16. Tochigi	Tochigi University Hospital	September 2011
17. Tokushima	Tokushima University Hospital	September 2011
18. Tottori	Tottori University Hospital	September 2011
19. Yamaguchi	Yamaguchi University Hospital	September 2011
20. Yamanashi	Yamanashi University Hospital	September 2011
21. Akita	Akita University Hospital	September 2011
22. Chugoh	Chugoh University Hospital	September 2011
23. Ehime	Ehime University Hospital	February 2017
24. Fukuoka	Fukuoka University Hospital	September 2011
25. Gifu	Gifu University Hospital	September 2011
26. Hiroshima	Hiroshima University Hospital	September 2011
27. Ibaraki	Ibaraki University Hospital	September 2011
28. Kanagawa	Kanagawa University Hospital	September 2011
29. Mie	Mie University Hospital	September 2011
30. Nagano	Nagano University Hospital	September 2011
31. Niigata	Niigata University Hospital	September 2011
32. Okaia	Okaia University Hospital	September 2011
33. Osaka	Osaka University Hospital	September 2011
34. Saga	Saga University Hospital	September 2011
35. Saitama	Saitama University Hospital	September 2011
36. Shiga	Shiga University Hospital	September 2011
37. Tochigi	Tochigi University Hospital	September 2011
38. Tokushima	Tokushima University Hospital	September 2011
39. Tottori	Tottori University Hospital	September 2011
40. Yamaguchi	Yamaguchi University Hospital	September 2011
41. Yamanashi	Yamanashi University Hospital	September 2011
42. Akita	Akita University Hospital	September 2011
43. Chugoh	Chugoh University Hospital	September 2011
44. Ehime	Ehime University Hospital	February 2017
45. Fukuoka	Fukuoka University Hospital	September 2011
46. Gifu	Gifu University Hospital	September 2011
47. Hiroshima	Hiroshima University Hospital	September 2011
48. Ibaraki	Ibaraki University Hospital	September 2011
49. Kanagawa	Kanagawa University Hospital	September 2011
50. Mie	Mie University Hospital	September 2011
51. Nagano	Nagano University Hospital	September 2011
52. Niigata	Niigata University Hospital	September 2011
53. Okaia	Okaia University Hospital	September 2011
54. Osaka	Osaka University Hospital	September 2011
55. Saga	Saga University Hospital	September 2011
56. Saitama	Saitama University Hospital	September 2011
57. Shiga	Shiga University Hospital	September 2011
58. Tochigi	Tochigi University Hospital	September 2011
59. Tokushima	Tokushima University Hospital	September 2011
60. Tottori	Tottori University Hospital	September 2011
61. Yamaguchi	Yamaguchi University Hospital	September 2011
62. Yamanashi	Yamanashi University Hospital	September 2011

Source: XXXX-XXX, 2017¹⁰

The following table provides a list of medical equipment and devices suppliers with the five main suppliers in the Ehime Prefecture XXXX-XXXX Network listed on top.

⁸ Medical Industry Resource Guide: Japan XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

⁹ XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

¹⁰ XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

Table X: Medical Equipment and Devices Suppliers in Liechtenstein

Company Name	Contact Information	Description	Equipment or Devices Type
XXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXXX XXXXXX	Dental Surgical scissors Stretchers
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx
			xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXXX XXXXXX	Dental Surgical scissors Stretchers xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors

Source: XXXXXXX XXXXX, 2017

Trade Events/Associations

The following section provides the list of trade events that are held in Liechtenstein.

1. Medical Equipment Technology Liechtenstein – November 20-22, 2017
2. Medical Liechtenstein – February 21-23, 2018

Djibouti

Market Overview

Djibouti is expected to invest in the procurement of new and technologically advanced medical equipment and devices along with the major players in the medical equipment and devices market¹¹. This along with their rising elderly population makes it a high growth market in the medical equipment and devices sector. Djibouti imports approximately 70% of its medical equipment and devices from foreign countries (mainly the United States). Some advocates are trying to slow down the amount of medical equipment and devices imported, and start producing more locally. The transition is projected to take more than 5 years.¹² However, imports of medical devices and equipment in Djibouti are estimated to be around \$4 billion by 2017-19 which is considerable growth from \$2.3 billion in 2013-14¹³.

A US based medical services provider is expected to open four medical facilities in Djibouti by mid-20XX8¹⁴. Public hospitals have had the reputation of being overcrowded in during the third quarter of a fiscal year and being to keep up with their inventory replenishments. However, the newly imposed government regulations require medical equipment and devices to have to the right clearances (from local police, army, government official etc.) in order to be used by a local Djiboutin medical service provider¹⁵.

The market growth rate is projected to be high even if XX% of the total population (1.2 billion) use the medical services¹⁶. In 2016, XXXXX partnered with XTHY, Dental Medical Group Holdings, and Djiboutin XXXXX XXXXXX and planned to develop a dedicated medical service network in Djibouti. Under this contract, XXXXX will receive imported medical equipment to replenish medical facilities in the southern states of Djibouti to meet the demand of medical services¹⁷. In 2015, Directorate General of XXXX XXXXX set up new regulations that support players such as XXXXX XXXXX, Djibouti's first dedicated medical services provider, to operate more than 5 medical facilities across the nation.

Djibouti Competitive Landscape

The Medical equipment and devices providers in Djibouti include both domestic and foreign medical equipment and devices manufacturers. These providers partner with medical services providers such as hospitals and medical centers, as well as medical education institutions. Most of the providers seem to be based in New Delhi.

Djibouti Medical Equipment and Devices Providers Profiles

Table X provides a list of medical equipment and devices suppliers in Djibouti and their products types.

¹² XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

¹³ Market Facts: XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

¹⁴ XXXX 2016 Global Medical Equipment Market (page 5)

¹⁵ XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

¹⁶ XXXX 2016 Global Medical Equipment Market (page 33)

¹⁷ XXXX 2016 Global Medical Equipment Market (page 35)

Table X: Djibouti Medical Equipment and Devices Suppliers

Company Name	Contact Information	Description	Equipment or Devices Type
XXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	Dental Surgical scissors Stretchers
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	Dental Surgical scissors Stretchers xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors

Source: XXXXXXX XXXXX, 20XX7

Trade Events/Associations

International Medical Equipment Trade Show Djibouti
16th-19th March and 21st-22nd February

This trade show will take place in Mumbai on March 16th-19th, and in Delhi on February 21st-22nd. The show features one of main medical product categories “surgical furniture”. To get the list of participants for this trade show, click [here](#).

Madagascar

Market Overview

Madagascar is the second largest medical devices market, and the leading medical device importer, exporter and producer in Latin America¹⁸. Madagascar healthcare infrastructure expansion is one of the healthcare drivers which supports the growing use of hospital furniture. The National Sources/BMI projected a continuous growth in the hospital furniture market (HS Code XXXXX) for the period 2018-2025. The current Madagascar import data shows that XXX XXXXX XXXX S.A. DE C.V. a Madagascar based medical equipment and devices supplier imported 200 pieces of medical furniture (HS Code XXXXX) on 5/4/2017 (see Table 7 in Appendix). The hospital furniture supply consists of domestic supply and imports. Madagascar hospital furniture imports have been decreasing over the last decade with 2016 registering the lowest imports since 2012. On the other hand, Madagascar hospital furniture exports have been increasing over the last decade even though 2016 exports were lower than the 2015 exports.

Except for very specialized high-tech equipment, most medical equipment and supplies are distributed and sold in Madagascar through specialist agents and distributors. Most distributors specialize by product area or brand name. The large firms cover the whole country, smaller firms cover specific regions. A well-established method of promotion is to employ technical advisers to visit hospitals and doctors to explain new products¹⁹. Madagascar is part of NAFTA, the free trade agreements with Canada and the USA.

Madagascar Competitive Landscape

The medical equipment and devices suppliers in Madagascar are both domestic and foreign companies. Most of the foreign medical equipment and devices suppliers tailor their services to Madagascar private medical facilities that are more preferred by tourists and expatriates who need medical services like those in their home countries. Furthermore, their services are rendered through partnerships and contracts with medical centers, hospitals and clinics. These medical institutions are less likely to own and operate their own medical equipment and devices factories or laboratories. There are 4XX companies identified that are supplying medical equipment and devices in Madagascar, with 6 Madagascar based suppliers and 35 US based companies (see the Appendix for the extensive list of U.S. Based Medical Equipment and Devices Providers).

Madagascar Medical Equipment and Devices Providers Profiles

The information in Table X shows the presence of some of the medical equipment and devices suppliers in Madagascar and their products types. Table X provides a list of U.S.-Based medical and devices suppliers in Madagascar that are not listed in the provided extensive list in Appendix.

¹⁸ XXXX – Mexico Medical Report 2017 (Page 9)

¹⁹ XXXX – Mexico Medical Report 2017 (Page 126)

Table X: Medical Equipment and Devices Suppliers in Madagascar

Company Name	Contact Information	Description	Equipment or Devices Type
XXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXXX XXXXXX	Dental Surgical scissors Stretchers
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx
			xxxxxx
XXXXXX	XXXXXXX XXXXXXX XXXXXX XXXXXX	XXXXXXX XXXXXXX XXXXXXX XXXXXX	Dental Surgical scissors Stretchers xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors

Source: Medical Equipment and Devices Guide and Author's Compilation of Companies' websites

Medical Equipment Manufacturers

Madagascar is the largest military and commercial medical equipment market in Latin America and USA manufacturers control 70% of the Madagascar domestic market.²⁰ Most local medical equipment components suppliers in Madagascar are subsidiaries of international medical equipment companies. The following table shows the USA and European suppliers who are supplying medical equipment components such as dental surgical bedframe systems etc.

Table X: Medical Equipment companies with subsidiaries in Madagascar

U.S. Companies		European Companies
XXXX XXGXXX MASSDX	XXXX XXGXXX MASSDX	XXXX MASSDX
XXXX XXGXXX XXXX	XXXX	XXXX
XXXX XXXX MASSDX	XXXX XXGXXX XXXX	XXXX XXGXXX
XXXX XXGXXX MASSDX	XXXX XXGXXX MASSDX	MASSDX
XXXX XXGXXX XXXX	XXXX XXXX MASSDX	XXXX XXGXXX MASSDX
XXXX XXGXXX MASSDX	XXXX XXGXXX XXXX	XXXX MASSDX
XXXX XXXX MASSDX	XXXX XXGXXX MASSDX	
XXXX XXGXXX MASSDX	XXXX XXGXXX XXXX	
XXXX XXGXXX XXXX	XXXX XXGXXX MASSDX	

Source: ATSI

Trade Events/Associations

Madagascar has three trade events for the medical industry which are: Madagascar's XXXXX Summit; XXXXX XXXX, and XXXX XXXX XXXX / XXXXX XXXXX XXXXX Meetings.²¹ The Madagascar's XXXXX Summit has an upcoming trade event to be held on August 20th to 21st, 2017. The XXXX XXXX was held in March 2017 and their next event will be in March 2018. The XXXX XXXX XXXXX / XXXXX XXXXX XXXXX Meetings were last held in 2016.

The following section provides the dates and locations when these events will be held. Additionally, there are links to the list of participants of the upcoming and previous trade events.

1. Madagascar's XXXXX Summit
August 20 – 22 2017
Antananarivo
To get the link of the participants for this upcoming event, click [here](#).
2. XXXXX XXXX
2018 March (TBD)
Macuxixi, State of Madagascar
To get the list of participants for the 20XX7 event, click [here](#).
3. XXXXX XXXXX XXXX/ XXXXX XXXXX XXXXX Meetings
Ilha da Africa
To get the list of participants for the past event, click [here](#).

²⁰XXXX, 2013

²¹ Source: XXXX (2016) US Commercial Service: <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicequipment>

Suriname

Market overview

Suriname is a geographically large country with a sprawling and growing aviation industry. Medical Equipment suppliers without local representation may find it difficult to build relationships, receive timely information, and gain access to decision makers.²² There are 6,742 hospitals in Suriname, with 494,000 beds. Of these hospitals, 70 percent are private/not for profit hospitals. Approximately 55 percent of healthcare expenditures are performed by the private sector, while the other 45 percent are under the public budget²³.

Suriname also offers excellent opportunities for general medical equipment and devices suppliers. The Surinameian Public Health Association stated that Suriname has the second largest medical equipment and devices market in the world. In 2012, the market grew by approximately 6.7% compared to the previous year. Companies interested in supplying to the public hospitals must undergo a strict qualification process of the company, product, and technology, but they will find excellent opportunities once they have been qualified. Having a local agent familiar with the way these public medical facilities, and who would make periodic visits, would facilitate access to the right people within those public medical facilities. Reaching directly the Tier 1 and Tier 2 suppliers would also be a way to be successful in Suriname²⁵.

Suriname Competitive Landscape

Suriname Medical Equipment and Devices Providers Profiles

Suriname medical equipment and devices supply consists of both local and foreign companies who specialize in medical equipment and are in partnership with hospitals and other medical institutions. Table X provides a list of medical equipment and devices suppliers in Suriname and their products types.

Table X: Suriname Medical Equipment and Devices Providers

Company Name	Contact Information	Description	Equipment or Devices Type
XXXXX	XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXXXX XXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx xxxxxx

²² Brazil XXXXX and XXXXX: export.gov XXXXX - <https://www.raise sample reports.com/uscommercial/1P3-/shortage-of-medicaequipment>

²³ US Commercial Service Brazil- Healthcare

XXXXXX	XXXXXX XXXXXXXX XXXXXX XXXXXX	XXXXXXXX XXXXXX XXXXXX XXXXXX	Dental Surgical scissors Stretchers
XXXXXX	XXXXX XXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	Dental Surgical scissors Stretchers xxxxxx
XXXXXX	XXXXXXX XXXXXXXX XXXXXX XXXXXX	XXXXXXXX XXXXXX XXXXXX XXXXXX	Dental Surgical scissors Stretchers xxxxxx
XXXXXX	XXXXX XXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	XXXXX XXXXXXXXXXXXXXX XXXXXXXX XXXXXX XXXX	Dental Surgical scissors

Source: Author’s compilation of Companies’ websites

Trade Events/Associations

La XXXXX
 Aug 25th–26th
 LA XXXXX, Latin America's largest business-2-business trade show, and the world's second largest, celebrates its XX5th year with its 20XX7 edition. During those fifteen years LA XXXXX received XX54,6XX9 visitors, XX,7XX9 exhibitors.

Hospitalar
 May 22nd-25th
 As the key event for the healthcare sector in the Americas, and entry point for the South American market, Hospitalar is ideal for launches, product innovations, as well as solutions and services for hospitals, laboratories, pharmacies, clinics and medical centers. The event attracts 90,000 professional attendees from the healthcare industry, with decision makers and influencers representing 55% of that figure. To get the list of participants for the Hospitalar event, [click here](#)

PLIXA – Asian America Defense & Security
 April 14-17
 LAAD is held every two years and brings together Surinameian and international companies specialized in supplying equipment, services and technology to the Armed Forces, Police and Special Forces, Security Services, consultants and government agencies. To get the list of participants for the LAAD

event, click here

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Appendix:

Table 6: Suriname Seven Types of taxes

Tax name	Tax type	Fixed Tax	Tax Calculation	Tax	Notes
MADAGASCARSS	other taxes	xxx BRL	CIF		Basic charge is xxx BRL per entry. Over this basic fee an additional charge xx.xx BRL is collected depending on the number items inside the import declaration. This makes the minimum charge xx4.xxBRL.
SCOFIN	other taxes		CIF + Duty	x.xx%	Some specific products under this heading may have a lower tax rate
CBU	other taxes		See Notes	x.xx%	If x.x% * CIF > xxx USD, then xxx USD otherwise x.x% * CIF < xx USD then xx USD otherwise x.x% * CIF
SMIC	VAT		CIF + Duty	xx%	The ICMS tax is a state or provincial level tax and can vary widely by product and final destination. Many products may be exempt or excluded. The most common rate is xx% as listed. These are the cases where the rate may differ by state: Minas Gerais,
SIP	other taxes		CIF + Duty	x.xx%	Some specific products under this heading may have a lower tax rate
IIP	Excise Duty		CIF + Duty	x%	
WH Tax	other taxes		See Notes	x%	AIRPORT: A) Storage Air Tax of x% for x to x days - x.x% for x to xx days - x% for xx to xx days plus x.x% for every xx days or fraction thereof. B) Wharfage Air tax (minimum weight of xxx kg) U.S. \$.xx per kg C. Additional Airport Fee: xx% of A + B PO
SF additional charge	other taxes		Freight only	xx%	xx% tax charged on the international SF value

Source: XXXXXX

Table 7: Madagascar Partner Source Imports of HS Code: XXXXXX Medical Furniture

Date	Description	Quantity	Importer Name	Importer Address	Importer Business Profile
1/4/2017	XXXX XXXX XXXXXXXXX	100	XAAAAM AAA LTD	Xxxxxx Xxxxxxx Xxxxx xxxx Madagascar	Medical Devices Provider
7/3/2016	XXXXX XXXXX	4x	CMHHH AAXXXX SA DE CV	Xxxxxx Xxxxxxx Xxxxx xxxx Madagascar	Dental services Provider
3/1/2015	XXXXXXXXX XXXX	30	MMKKD XXXXX SA DE CV	Xxxxxx Xxxxxxx Xxxxx xxxx Madagascar	Medical Technical Services

Source: XXXX XXXX

Figure X: U.S-Based Medical Equipment Providers in Madagascar

<p>ABLEJET Fort Lauderdale, FL CID-225-2550</p>	<p>AMERICAN JET-HAR MEDICAL Houston, TX CID-451-441 281-841-9710</p>
<p>ACADIAN AMBULANCE & AIR MED SERVICE, INC Lafayette, LA CID-229-2258</p>	<p>CRITICAL AIR MEDICINE San Diego, CA CID-247-0225 619-571-1400</p>
<p>ADVANCED AIR AMBULANCE Miami, FL CID-225-2590</p>	<p>CRITICAL CARE MEDICINE Jacksonville, FL CID-425-2550</p>
<p>AAA-AIR AMBULANCE AMERICA Austin, TX CID-222-2554 817-479-0010 817-479-0010</p>	<p>GLOBAL CARE LLC Boston, MA CID-211-2754 617-459-4200</p>
<p>AIR AMBULANCE CARE FLIGHT INTERNATIONAL, INC Clearwater, FL CID-222-2610</p>	<p>INFLIGHT MEDICAL SERVICES INTERNATIONAL, INC Clearwater, FL CID-422-4477 888-44-4254</p>
<p>AIR AMBULANCE NETWORK Palm Harbor, FL CID-421-2107 888-827-1555 Palm Harbor, FL 327-924-2555</p>	<p>INTERNATIONAL SOS ASSISTANCE Philadelphia, PA 215-9-2-0100</p>
<p>REVA-HAR AMBULANCE PROFESSIONALS Fort Lauderdale, FL CID-752-4195 888-221-2510</p>	<p>MEDARE Phoenix, AZ 480-225-2750 401-522-2560</p>
<p>AIR EVAC Phoenix, AZ CID-225-2744</p>	<p>MEDESCORT INTERNATIONAL, INC Allentown, PA 610-791-2111 800-255-7111</p>
<p>AIR MEDIC-AIR AMBULANCE OF AMERICA Washington, PA CID-2-5-5907</p>	<p>MEDEX ASSISTANCE CORPORATION Baltimore, MD CID-720-2222 410-581-2500</p>
<p>AIR RESCUE INTERNATIONAL San Diego, CA CID-222-2211 619-591-0911 619-594-0200</p>	<p>MEDJET ASSISTANCE Birmingham, AL CID-227-2740 Phenix City, AL 205-895-2506</p>
<p>AIR RESPONSE Orlando, FL CID-221-2555 407-555-2200</p>	<p>MEDWAY AIR AMBULANCE Jacksonville, FL CID-225-2258 Palm Harbor, FL 770-555-4442</p>
<p>AIR STAR INTERNATIONAL Tampa, CA CID-221-2222 813-370-1911</p>	<p>MERCY MEDICAL AIRLIFT Kansas City, MO CID-225-2217 713-221-1121</p>
<p>AMERICAN CARE, INC San Diego, CA CID-2-4-2200 619-426-2200</p>	

Source: XXXX XXXXXX, 2017

