

## India-Japan Business on Medical Equipment and Services

- Medical Excellence Japan Seminar -

**New Delhi, 11 September 2013:** India, with the rapid increasing population and the continuously growing economy, has been facing the issue of tackling new unseen healthcare problems among the citizens. Rising income levels and life expectancy have increased the demand for health insurance and necessity of medical check-ups. Recently, drastic changes in life style and westernization of society have aggravated the spread of diseases like cancer, tumor and diabetes in India. Because of such factors, Indian medical industry is in a pressing need of catching up with the speed to address these issues.

In the above context, **FICCI and Medical Excellence JAPAN (MEJ)** organized this seminar to create awareness for improving medical services by using modern and technologically advanced medical equipment. MEJ was established in 2011 as a project type consortium supported by **Ministry of Economy, Trade and Industry (METI), Japan**. Since then MEJ has been providing support to international patients (inbound business) and promoting the overseas provision of Japanese medical equipment and services (outbound business) through the combined efforts of the Government and the private sector.

To demonstrate such equipment and modern technology, eight Japanese key-players in medical equipment industry participated in the event and made their respective presentations. Given this context, **JETRO and FICCI** had jointly organized which was attended by more than two hundred doctors, pathologists and hospital in charges. These series of seminars also included participation from Indian corporates which presented their case to the audience.

**Mr Hirokazu Morita**, Director – METI and **Mr Gautam Khanna**, Chairman – FICCI Medical Devices Forum & Executive Director – 3M India, Healthcare Business made the opening remarks which were then followed by an introduction of MEJ by **Mr Shuzo Yamamoto**, President – MEJ.

Mr Gautam Khanna during his presentation mentioned that it is a great opportunity for Indian companies to access Japan market and get the benefit of Japanese technology for Indian market and patients.

**Shri Kapil Sibal**, Minister for Communication and Information Technology of India and **Mr Toshimitsu Motegi**, Minister of Economy, Trade and Industry of Japan gave a closing speech and emphasized on the importance of medical equipment in existing scenario and support from Government.

**Shri Sibal** highlighted certain facts about Indian healthcare equipment market and informed that 70-75 per cent of such equipment are being imported. He also shared his view that India is a bit different market to operate where it is necessary to reach common people which can be achieved by having economies of scale. Later he suggested that Japanese companies can even serve other territories like Africa, West, etc from India.

Commenting on the seminar, Mr Motegi expressed that many Japanese countries are interested in rapidly growing medical equipment industry of India. In fact he mentioned that most of the Japanese companies are still not in India and that is the key reason this seminar was being held.

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