

# UK – SINGAPORE HEALTHCARE MISSION



15 – 19 SEPTEMBER 2008

ORGANISED BY UK TRADE & INVESTMENT LIFE SCIENCES TEAM

**EXTENSIVE OPPORTUNITIES** EXIST FOR BRITISH HEALTHCARE COMPANIES TO PARTICIPATE IN SINGAPORE'S CONSIDERABLE EXPANSION PLANS FOR ITS HEALTHCARE AND LIFE SCIENCES SECTORS. WITH INVESTMENTS OF £700 MILLION OVER THE NEXT 5 YEARS, THE SINGAPORE MINISTRY OF HEALTH PLANS TO UPGRADE PUBLIC HOSPITALS AND BUILD NEW HOSPITALS, SPECIALIST CENTRES AND LABORATORIES, AND FURTHER RAISE THE STANDARDS OF HEALTHCARE PROFESSIONALS.

UK Trade & Investment is organising a healthcare mission and seminar to coincide with HOSPIMedica Asia exhibition ([www.hospimedica-asia.com](http://www.hospimedica-asia.com)), to be held at Suntec Singapore from 17 – 19 September 2008. Companies offering innovative products and technology, capital equipment, E-health, products for the care of the elderly, education and training, etc, seeking to be part of Singapore's rapid expansion plans, are invited to participate in the week's programme of events, which is co-ordinated with UK Trade & Investment Singapore.

**All participants in the mission will:**

- Receive invitations to a sector-focused market briefing and to a networking reception
- Benefit from pre-mission publicity and inclusion in the mission brochure
- Be able to participate in the seminar showcasing UK expertise in the healthcare sector
- Visit to HOSPIMedica Asia

In addition, participants are able to commission tailored support from UK Trade & Investment in Singapore under the 'Overseas Market Introduction Service' (OMIS). This can help companies prepare effectively for the visit to Singapore, for example by setting up a tailored programme of meetings to meet the company's requirements, such as distributors or buyers (please see attached brochure). 81 per cent of UKTI's clients say that they would not have achieved the similar results or as quickly without our support. The cut off date to commission any tailored support is 8 August 2008.

The HOSPIMedica Asia exhibition will enable companies to explore the opportunities for their products and services across Southeast Asian markets where changing demographics, rising standards, increasing expectations and growing medical travel, will have a significant impact on healthcare services. 7,000 trade visitors are expected to visit the show. The UK group at HOSPIMedica Asia is organised by the Association of British Healthcare Industries (ABHI).

SINGAPORE

## REASONS TO ATTEND

SINGAPORE'S MEDICAL STANDARDS ARE AMONG THE HIGHEST IN ASIA AND IT IS WIDELY ACKNOWLEDGED AS A REGIONAL CENTRE FOR MEDICAL EXCELLENCE. HEALTHCARE IS OFFERED BY BOTH THE PUBLIC AND PRIVATE SECTORS, AND A RECENT WORLD HEALTH ORGANIZATION REPORT RANKED THE SINGAPORE HEALTHCARE SYSTEM TO BE THE SIXTH MOST EFFECTIVE AMONG THE 191 COUNTRIES SURVEYED.

Total national health care expenditure is around 3.8 per cent of GDP (£2.82 billion). Budget provision for health care in FY2007 was £855 million, which will rise to £1.11 billion a year within 5 years, given Singapore's ageing population profile. Singapore also aims to attract 1 million medical travellers by 2012, for its strengths in quality medical care and various clinical medical specialities.

The Biomedical Sciences (BMS) sector, comprising pharmaceuticals, biotechnology, medical technology and healthcare services, is now the second largest manufacturing cluster after electronics, following investment of nearly £1.12 billion since 2000. Manufacturing output rose 30 per cent in 2006 to reach £8.55 billion, spurred by pharmaceuticals. The BMS sector contributes nearly 6 per cent to Singapore's GDP. The focus now is on translational medicine, with special emphasis on oncology, immunology, infectious diseases, stem cells, neurology, cardiology, and metabolic diseases.

Singapore is also an excellent test bed to trial new products and technologies before targeting the wider Asia Pacific region. Distributors generally have long established regional links, its hospitals are viewed as setting standards for quality care, and its leading clinicians are considered to be key opinion leaders in their respective fields.

Singapore is an important market for the UK in Asia Pacific, both as a destination for UK exports, as well as an excellent gateway into South East Asia. With a per capita GDP of £18,400, on par with most developed economies, including the UK and USA, it offers excellent infrastructure, a business friendly environment, a stable economic and political climate and robust IP protection. Singapore is the regional HQ for over half of the 7000 MNCs, and many of the 700 UK companies in Singapore. UK-Singapore trade now exceeds £5 billion annually and Singapore is the UK's 9th largest market outside of Europe. The UK remains the top investor in Singapore, with cumulated stock of £19.3 billion in 2006. The UK is also the top destination in the EU (81 per cent) for Singapore's overseas investments, with a total direct investment of £5.8 billion in 2006.

**THE UK REMAINS THE TOP INVESTOR IN SINGAPORE, WITH CUMULATIVE STOCK OF £19.3 BILLION IN 2006.**

Note: £1 = S\$2.69 (as of 14 July 08)



£5 BILLION ANNUALLY

## REASONS TO ATTEND (CONTINUED...)



**SINGAPORE IS AN OPEN, DUTY FREE MARKET, AND IMPORTS A SUBSTANTIAL SHARE OF THE MEDICAL EQUIPMENT IT REQUIRES TO MAINTAIN ITS EDGE AS A LEADING PROVIDER OF MEDICAL SERVICES.**

International brands generally address the market through agents and distributors. Long term commitment, a flexible approach, regular visits and competitive pricing will contribute to enduring success in this promising market.

UK companies who wish to introduce their products and services to the fast growing healthcare markets in Singapore and the wider region are invited to participate in the mission, seminar and exhibition.

---

### MISSION SCHEDULE

#### MONDAY, 15 SEPTEMBER 08

- 08.45 Arrive at British High Commission Singapore, 100 Tanglin Road  
Tea/coffee
- 09.00 Mission briefing

#### TUESDAY, 16 SEPTEMBER 08

- AM Time to undertake tailored visit programmes, if commissioned
- 14.00 Seminar showcasing UK Healthcare companies
- 18.00 Networking Reception

#### 17 – 19 SEPTEMBER 08

HOSPIMedica Asia

---

### FOR FURTHER INFORMATION, PLEASE CONTACT:

#### Mr Parminder Sunda

Sector Manager, Asia  
Healthcare Group, Life Sciences Team  
UK Trade & Investment

Tel: +44 (0)20 7215 4869

Email: [parminder.sunda@ukti.gsi.gov.uk](mailto:parminder.sunda@ukti.gsi.gov.uk)

#### IN SINGAPORE:

#### Ms Valsa Panicker

Senior Trade & Investment Attache  
UK Trade & Investment  
British High Commission Singapore

Tel: 65 64244 311

Email: [valsa.panicker@fco.gov.uk](mailto:valsa.panicker@fco.gov.uk)

### FOR ENQUIRIES ON HOSPIMEDICA EXHIBITION PARTICIPATION:

#### Ms Theresa Ashford

Association of British Healthcare Industries

Tel: +44 (0)20 7960 4360

Email: [Theresa.Ashford@abhi.org.uk](mailto:Theresa.Ashford@abhi.org.uk)