



# **Focusing on increasing German Investments in Egypt as well as the trading activities in healthcare and medical services between both countries**

**Export opportunities for German Medical Device companies in emerging markets**

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# SPECTARIS - German Industry Association for Optics, Photonics, Analytical and Medical Technology

## Brief history and milestones

- **Founded in 1881** as „German Society for Mechanics and Optics“
- 1960 „European Industry Association for Precision Mechanics and Optics - EUROM“ was founded for activities in Brussels
- 2004: Relocation SPECTARIS from Cologne to Berlin
- Today SPECTARIS represents **more than 400 companies mainly German** from four industries
- More than 90 percent of our members are **SMEs**



## More information on SPECTARIS:

<https://www.spectaris.de/>





# SPECTARIS e.V.: Medical Technology

## SPECTARIS-benefits at a glance



### Contacts – networks – multipliers

We promote the dialogue between its member companies and provide opportunities for cross-industry exchange.



### Providing key information

We keep you updated on current industry trends and provide access to key economic and market data.



### Representing your interests

We stand up for your interests, participate in decision-making and are professional contact for the ministries.



### Maintaining an extensive national and international network

We support companies in their export activities of international markets.



### Gaining a competitive edge through knowledge

Excellent seminars, forums and information meetings: We provide you with information, activities and advice on the major challenges of the future. wichtigen Zukunftsthemen.



### We are SPECTARIS

Become a SPECTARIS member.



Please do not hesitate to contact us for further information on our services:  
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- **170 manufacturers** of medical technology goods and medical auxiliary devices, plus homecare-provider of the respiratory home therapy
- Focus on **investment goods**, no consumables
- Our members' business areas include products for **diagnosis and surgery**, for the **medical care system**, for **facilities for hospitals**, for **respiratory home therapy** and devices for **rehabilitation and orthopedics**





# The German Medical Technology Industry

Turnover / employees / companies

## The German Medical Technology Industry



■ 2018 ■ 2017

- Data refers to companies ≥ 20 employees (without small businesses)
- Including small businesses: 32.73 billion Euro turnover, 11,600 commercial enterprises, 198,000 employees (2016)



# The German Medical Technology Industry

## Medical Technology in Germany: Manufacturing Clusters

City or Area of Cluster Location

- 10-20 Companies
- 20-40 Companies
- 40+ Companies

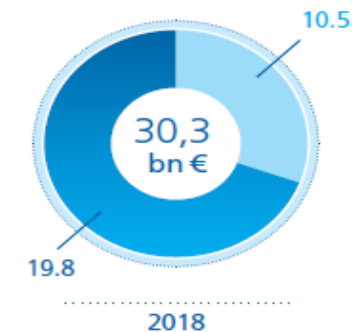


Source: GTAI 2017 based on Marcus Datenbank, Bureau van Dijk

Source: GTAI Medical Technology Industry in Germany

- Germany is the **third largest producer** of medical technology worldwide
- Several **regional manufacturing clusters** throughout Germany
- One of the **most innovative industries** in Germany
- With a special focus on **after-sales services** and trainings for **sustainable use** of medical technologies

Innovative, medium sized, export-oriented



- R&D quota:  $\approx 9\%$
- Export quota: 65 %
- Medium sized industry: 93 % of the companies <250 employees

■ Export turnover ■ Domestic turnover

Sources: Federal Statistics Office, Eurostat, SPECTARIS





# Exports to the Egyptian market of German medical device companies



## Exports of German medical devices to Egypt in 2019

	Export Rank 2019	Exports 2018 in Mio. €	Exports 2019 in Mio. €	Change in comparison to previous year	Share in the total export, the export value 2019
<b>Medical Devices</b>	<b>Place 42</b> (+6 compared to 2018)	72	106	+47%	0.41%



# Export promotion instruments

## delegation trips for German SMEs

### Market access programme

- **Delegation trips** carried out on behalf of the German Federal Ministry for Economic Affairs and Energy
  - In times of COVID-19 the delegations have been switched to a **professional digital or virtual level**
  - The delegation trips currently are digitally mapped through webinars, virtual conference rooms for B2B matchmaking, online panel discussions, etc
  - Approx. 8-12 **German SMEs meet counterparts in Emerging markets** (Governmental representatives, health institutions, distribution partners etc.) and learn more about market opportunities
  - **Health is a programme focus** – but recently no delegation trips to Egypt in the health sector
  - Suggestions for future trips can be made regularly by all associations, chambers of commerce etc.
- Market entry instrument to evaluate markets and get first business contacts





# Export promotion instruments

## Foreign trade show programme – German pavilions

### German pavillon at EgyMedica 2020

- **Foreign Trade Fair Participation Programme** of the German Federal Ministry for Economic Affairs and Energy
  - German exhibitors can exhibit under the roof „**made in Germany**“
  - High-quality booth with several exhibitor services
  - 8 German exhibitors signed up for the German pavilion at the April 2020 **Egymedica** show
  - Egymedica postponed – to 1 – 3 April 2021, Kairo
- Ideal instrument for a successful market cultivation







# DeveloPPP support in emerging markets

German Federal Ministry for Economic Cooperation and Development (BMZ)

- **develoPPP** offers **financial and technical support** for companies that want to do business or have already begun operating in developing and emerging-market countries
- The company is responsible for covering at least half of the overall costs
- Covered project topics eg.:
  - Take a **product to a new market**
  - pilot an **innovative technology** or a demonstration unit
  - **train people** or suppliers to improve the quality of your products and services
- **Flexible support programme** for all German companies with partners in Emerging markets

develoPPP.de

Sustainable business initiatives in developing countries

- ✓ Would you like to take your product to a new market?
- ✓ Do you want to pilot an innovative technology or a demonstration unit?
- ✓ Would you like to train people or suppliers to improve the quality of your products and services?
- ✓ Do you want to raise the standards in your supply chain and are you seeking certification?

> More about the programme

100 countries

150 experts worldwide

Total funds EUR 443 million

2,000 partnerships



## Get in touch with us

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