



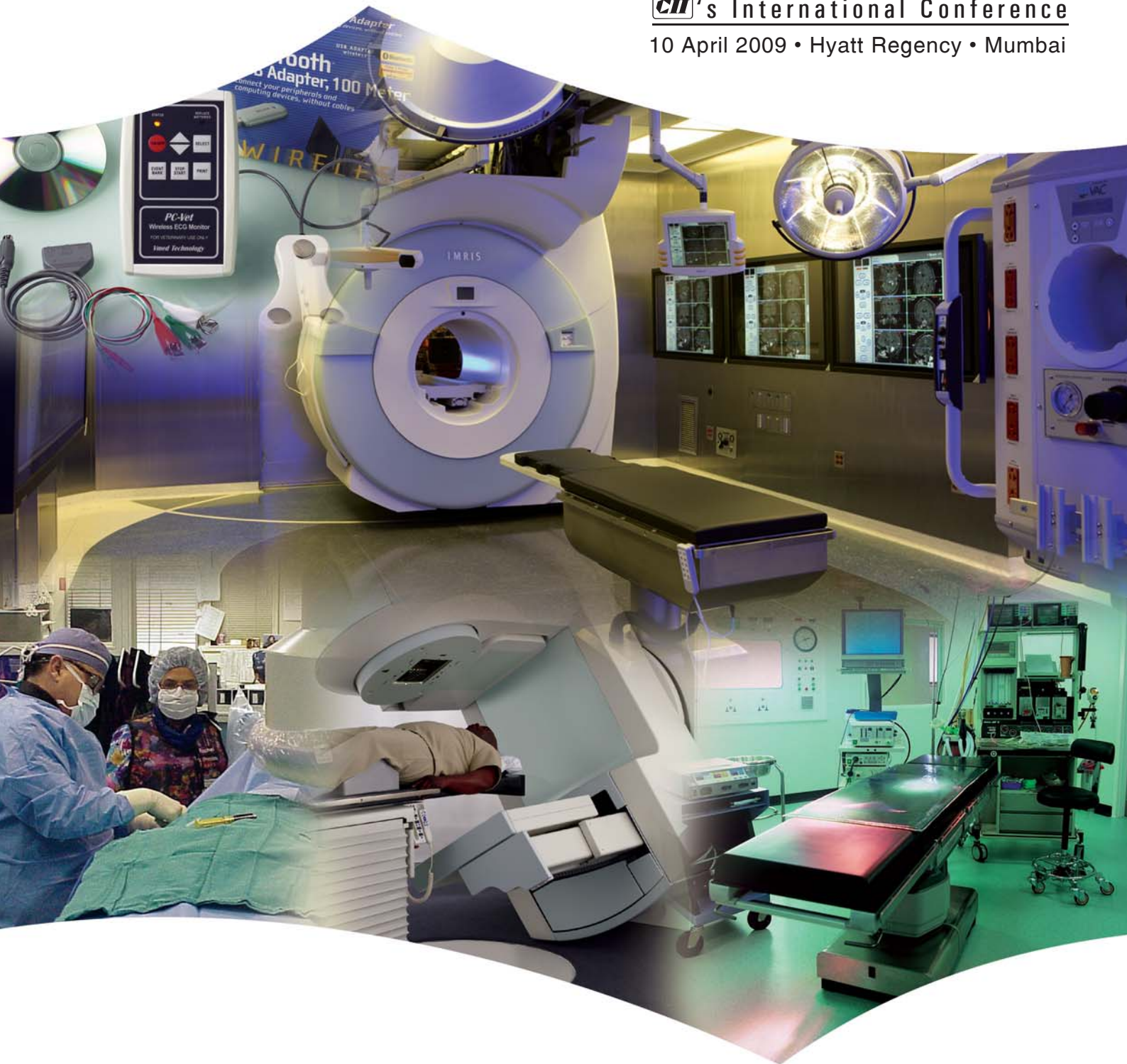
Confederation of Indian Industry



MEDI Tech Summit 2009

CII's International Conference

10 April 2009 • Hyatt Regency • Mumbai



“Leveraging Technology For Transforming Standards of Care”

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Summit Background

The \$35 billion Indian Healthcare market is expected to continue on its growth trajectory at a steady rate of 10%. Increasing population, income levels, and awareness have resulted in an increase in demand for better healthcare services, adoption of health insurance and health expenditure. The rise in income levels, compounded with changing lifestyles, is transforming the disease profile of India from predominantly communicable diseases to non-communicable and lifestyle diseases. This transition has led to greater interest from the corporate sector, and is likely to see further activity from the Government sector.

India has consistently been strengthening its medical infrastructure through fresher public investments and by adopting newer models such as Public Private Partnerships to increase penetration of healthcare services. This growth will be accompanied by demand for associated products such as medical equipment.

Medical devices and equipment account for \$2 billion of the healthcare pie and form the backbone of the healthcare services industry. However, penetration of advanced technologies is skewed to serve few sections of society, and is not easily accessible to all. The lack of effective regulations, insurance penetration, and awareness are further likely to hinder the anticipated growth of this industry, and may compromise on providing quality healthcare to the masses.

Thus the theme....**"Leveraging Technology For Transforming Standards of Care"**

Key Concerns

- Cost effective medical equipment for the Indian consumer
- Support from manufacturers in providing customized solutions for the India consumer
- Government support in providing innovative healthcare solutions
- Regulations that will facilitate the availability of quality, standardized, cost-effective medical equipment
- Novel, affordable insurance strategies that will make quality, advanced healthcare services available to the masses

Summit Objectives

The prime focus of the summit is to conduct an analysis of the penetration of medical equipment and devices in India, identify various roadblocks, evaluate novel approaches as well as deliberate on future initiatives to be undertaken by various stakeholders to try and ensure that the medical technology reach the masses.

- Understand the current and anticipated Indian Medical Technology Industry landscape
- Understand various demand side hurdles such as affordability, accessibility and awareness
- Understand how insurance can support the need for medical technology penetration
- Analyze the current viability of financing for medical technology in India and identify issues and solutions
- Identify novel initiatives taken by industry participants and Government to facilitate growth and greater access to mass markets
- Come up with innovative business solutions that can increase the pace of growth in medical technology adoption

"Leveraging Technology For Transforming Standards of Care"



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Key Take Aways

How can technology aid in providing quality healthcare to the masses?

- Study the success of novel initiatives such as PPPs implemented across India
- Discuss strategies that will help medical technology reach the masses

What are the enablers?

- Identify innovative approaches on how financing and indigenous product development can help increase penetration of medical technology

How can technology deliver clinical excellence?

- Learn about how IT and point-of-care testing has empowered clinicians to provide improved healthcare services

Sessions Highlights

★ Release of CII - Frost & Sullivan Report on "Leveraging Technology For Transforming Standards of Care"

★ CEO Interactive Roundtable –

Charting A Roadmap To Leverage Technology For Transforming Standards of Care

- Effective Strategies To Increase Penetration Of Medical Technology
- Enabling Access To Medical Technology
- Delivering Clinical Excellence Through Technology

Registration Fee

Per Delegate

For CII / Support Industry Members

Rs. 5000/-

For Non Members

Rs. 6000/-

Participation Fee Inclusive of Service Tax and Education Cess @ 10.30%

Booth Rental:

- Indoor Built-up Space for a 6 Sqm. Booth Rs. 75000/-

Who will benefit

Participating Industries:

- Indian and Multinational Medical Technology & Equipments Manufacturers
- Large, Medium and Small Healthcare Solution providers, Diagnostics Kits, Electronic Medical Equipments, Hospital Furniture's, Medical Waste Management, Hospital Staffing service, Surgical equipments and accessories, Sterilization and disinfectants, Medical Textiles and Fabrics, Medical care Finance, Insurance, Telemedicine equipments and others

Industry Professionals in the following areas:

- CMD's, MDs & CEOs'
- Bio - Medical Engineers
- CIO's and CTO's
- Nursing Home Practitioners
- Specialized Doctors
- Head - Hospital Administrative
- Care Service
- Head – Business & Purchase
- Medical Directors
- Service and Healthcare Groups
- Hospital Managers
- Heads R & D and Manufacturers
- Diagnostics Centers
- Investors Healthcare
- Consultants
- Clinical laboratories



Procedure for enrolling:

- Please use the enclosed Delegate Registration Form to send in your nominations
- Please use the enclosed Application and Contract Form to Book Space
- Cheque / Demand Draft should be drawn in favour of "Confederation of Indian Industry" payable in Mumbai



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ADDRESSING



INDIA'S COMPETITIVENESS

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Technology

Social Development

Travel & Tourism

Safety, Health & Environment

Infrastructure & Energy



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 114 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme "**India@75: The Emerging Agenda**", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, USA and institutional partnerships with 211 counterpart organisations in 87 countries, CII serves as a reference point for Indian industry and the international business community.

For further details, contact

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