POST FAIR REPORT :
ON KOREA INTERNATIONAL MEDICAL
AND HOSPITAL EQUIPMENT SHOW
(KIMES)
MARCH 17TH TO 20TH, 2010

1. Introduction and profile of the event
2. Regulations on Import of Surgical Instruments in South Korea
3. Overview of South Korean Surgical Instruments Market and Pakistan’s Position.
4. Pakistan’s Participation in “KIMES” 2010
1. **Introduction and profile of the event**

**Purpose:** To assist in further developing of the medical equipment industry in Korea and neighboring nations, and promotion of the trade, on both the domestic and international levels in medical equipment

**Exhibition Site:** COEX (Convention & Exhibition Center) 159, Samsung-dong, Gangnam-gu, Seoul 135-731, Korea

**Organizers:**

i) Korea E & Ex Inc.

ii) Korea Medical Devices Industrial Coop. Association

iii) Korea Medical Device Industry Association

**Sponsors:**

- Ministry of Knowledge Economy
- Ministry for Health & Welfare and Family Affairs
- Seoul Metropolitan Government
- Korea Food & Drug Administration (KFDA)
- Korea Trade-Investment Promotion Agency (KOTRA)
- Korea Health Industry Development Institute
- The Korean Medical Association
- The Korean Hospital Association
- The Korean Medical Women's Association
- The Korean Nurses Association
- The Korean Medical News

**Exhibition Scale:** Total Area: 36,007 m²

COEX Hall A (1st Fl.), Hall B (1st Fl.)

Hall C (3rd Fl.), Hall D (3rd Fl.)
Groups of Exhibits
- Consultation & Diagnosis Equipment
- Clinical Examination Equipment
- Radiology Equipment
- Surgical Apparatus & Equipment
- Cure Apparatus & Equipment
- Physiotherapy Apparatus
- Ophthalmic Apparatus
- Dental Apparatus
- Central Supply Equipment
- Emergency Equipment
- Medical Information System
- Oriental Medicine & Equipment
- Pharmaceutical Equipment
- Obesity Cure & Healthcare Equipment
- Medical Device Component & Service
- Disposable Apparatus and Others

Exhibition Result and Figures

1. Classification of Manufacturers (Whole participants)

<table>
<thead>
<tr>
<th>Nation</th>
<th>No. of Exhibitors</th>
<th>Nation</th>
<th>No. of Exhibitors</th>
<th>Nation</th>
<th>No. of Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>453</td>
<td>Germany</td>
<td>74</td>
<td>Singapore</td>
<td>1</td>
</tr>
<tr>
<td>Argentina</td>
<td>4</td>
<td>Hongkong</td>
<td>1</td>
<td>Spain</td>
<td>1</td>
</tr>
<tr>
<td>Australia</td>
<td>4</td>
<td>Ireland</td>
<td>2</td>
<td>Sweden</td>
<td>8</td>
</tr>
<tr>
<td>Austria</td>
<td>3</td>
<td>Israel</td>
<td>6</td>
<td>Switzerland</td>
<td>12</td>
</tr>
<tr>
<td>Belgium</td>
<td>3</td>
<td>Italy</td>
<td>19</td>
<td>Taiwan</td>
<td>42</td>
</tr>
<tr>
<td>Canada</td>
<td>8</td>
<td>Japan</td>
<td>84</td>
<td>Thailand</td>
<td>2</td>
</tr>
<tr>
<td>China</td>
<td>58</td>
<td>Malaysia</td>
<td>7</td>
<td>U.A.E.</td>
<td>1</td>
</tr>
<tr>
<td>Czech</td>
<td>1</td>
<td>Netherlands</td>
<td>10</td>
<td>U.K.</td>
<td>20</td>
</tr>
<tr>
<td>Denmark</td>
<td>3</td>
<td>Norway</td>
<td>4</td>
<td>U.S.A.</td>
<td>156</td>
</tr>
<tr>
<td>Finland</td>
<td>6</td>
<td>Pakistan</td>
<td>9</td>
<td>Vietnam</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>16</td>
<td>Russia</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total: 32 Nations 1,026 Companies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
※Total number of exhibitor 617 (domestic 535, overseas 82)
2. Exhibitors Classified by Main Exhibits (Whole Participants)

<table>
<thead>
<tr>
<th>Main Exhibits</th>
<th>No. of Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultation &amp; Diagnosis Equipment</td>
<td>187</td>
</tr>
<tr>
<td>Clinical Examination Equipment</td>
<td>69</td>
</tr>
<tr>
<td>Radiology Equipment</td>
<td>66</td>
</tr>
<tr>
<td>Surgical Apparatus &amp; Equipment</td>
<td>128</td>
</tr>
<tr>
<td>Cure Apparatus &amp; Equipment</td>
<td>84</td>
</tr>
<tr>
<td>Physiotherapy Apparatus</td>
<td>199</td>
</tr>
<tr>
<td>Ophthalmic Apparatus</td>
<td>34</td>
</tr>
<tr>
<td>Dental Apparatus</td>
<td>33</td>
</tr>
<tr>
<td>Central Supply Equipment</td>
<td>30</td>
</tr>
<tr>
<td>Hospital Accommodation &amp; Emergency Equipment</td>
<td>81</td>
</tr>
<tr>
<td>Medical Information System</td>
<td>26</td>
</tr>
<tr>
<td>Oriental Medicine &amp; Equipment System</td>
<td>46</td>
</tr>
<tr>
<td>Pharmaceutical Equipment</td>
<td>13</td>
</tr>
<tr>
<td>Obesity Cure &amp; Healthcare Equipment</td>
<td>142</td>
</tr>
<tr>
<td>Medical Device Component &amp; Service</td>
<td>170</td>
</tr>
<tr>
<td>Disposable Apparatus, Others</td>
<td>275</td>
</tr>
</tbody>
</table>

3. Number of Visitors

<table>
<thead>
<tr>
<th>Dates</th>
<th>Registrated Visitors</th>
<th>Overseas Buyers</th>
<th>Total Visitors</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 17th(Thu.)</td>
<td>11,946</td>
<td>902</td>
<td>12,848</td>
<td>21.22%</td>
</tr>
<tr>
<td>March 18th(Fri.)</td>
<td>16,091</td>
<td>490</td>
<td>16,581</td>
<td>27.40%</td>
</tr>
<tr>
<td>March 19th(Sat.)</td>
<td>17,588</td>
<td>349</td>
<td>17,937</td>
<td>29.64%</td>
</tr>
<tr>
<td>March 20th(Sun.)</td>
<td>12,963</td>
<td>194</td>
<td>13,157</td>
<td>21.74%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58,588</strong></td>
<td><strong>1,935</strong></td>
<td><strong>60,523</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

In KIMES 2011, 1,026 participants from 32 nations participated in the exhibition and people of 60,523 visited the show. Trade sales amount discussed during the exhibition was USD 1.3 billion for domestic requirement and USD 0.45 billion for exports. Also the contract amount during the exhibition was USD 0.14 billion for domestic requirement and USD 75 million for exports.
2. **Regulations on Import of Surgical Instruments in South Korea**

Every Korean importer is required to register each and every surgical instrument from every exporter (of any country, not just Pakistan) that he wants to import. The Korean procedure for this is very thorough and without any exceptions.

When Korean medical instruments importers register with KFDA, they are required to proceed with the following 3 steps:

1) **Importation Approval step**

   Process : Online or Offline registration  
   Processing time : 25 days  
   Fee : KRW 144,000 (Online registration)  
   KRW 160,000 (Offline registration)  

   Requirement : Application, Medical checkup certificate for Importer (in case of Personal importer), Company registration certificate (in case of company)

2) **Import Items Approval step**

   Process : Online or Offline registration  
   Processing time : 10~80 days (case by case)  
   Fee : KRW 47,000~447,000  

   Requirement : Application, Required certificates (technical, safety, KGIP, GMP etc)

3) **Import Items Declaration**

   Process : Online or Offline registration  
   Processing time : 10 days  
   Fee : KRW 3,500 (Online registration)  
   KRW 3,900 (Offline registration)  

   Requirement : Application, GMP certificate, KGIP application etc

Importation Approval step would be conducted with Import Items Approval step and/or Import Items Declaration at the same time.
3. **Overview of South Korean Surgical Instruments Market and Pakistan’s Position.**

Surgical instruments are in high demand in Korea. In 2010, Korea imported US$ 1.24 billion worth of surgical instruments from the USA (42%), Germany (15 %), Japan (7 %), China (3 %) etc.

In Korea, Medical industry has been developed from the center of disease treatment to the expansion of medical service and healthcare quality to enhance its stature as an advanced country.

Korean government has identified the medical industry as the one of the leading industries to propel Korean economy in the future, and the government has provided blueprint of financial and political backing for the industry.

Above all, as the surgical instruments industry is one of our strengths and South Korea is a big market, it is recommend that TDAP our businessmen should participate in KIMES 2012 as well. As mentioned, the South Korean market size (Korean import of medical instruments in 2010) in this sector was USD 1.24 billion in 2010, while Pakistani export of these items to South Korea stood at USD 2.37 million in 2010. This accentuates the scope this sector for our export.
4. **Pakistan’s Participation in “KIMES” 2010**

1) **M/s. Samico Industries**  
   A. SIE Tipu Road, Sialkot.  
   B. Tel: 92-52-3256446  
   C. Fax: 92-52-3551715  
   D. Email: samico@cyber.net.pk

2) **M/s SURGICRAFTS.**  
   A. P.O. Box No. 15, Commissioner Road, Muhammad Pura, Sialkot.  
   B. Tel: 92-52-4587280  
   C. Fax: 92-52-4588497  
   D. Email: surgi@skt.comsats.net.pk

3) **M/s Dabster Enterprises,**  
   A. P.O. Box. 717, Norgate Street, Sialkot.  
   B. Tel: 92-52-4580399  
   C. Fax: 92-52-4592846  
   D. Email: info@dabster.pk

4) **M/s A-Plus Manufacturing Company,**  
   A. Iqbal Town, Defence Road, Sialkot.  
   B. Tel: 92-52-3254596  
   C. Fax: 92-52-3563444  
   D. Email: info@aplus.com.pk

5) **M/s Asian American Enterprises,**  
   A. Hamaz Ghouse, Pasrur Road, Sialkot.  
   B. Tel: 92-52-3257740  
   C. Fax: 92-52-3257770  
   D. Email: aae@aaepk.com

6) **M/s ALM Surgicare**  
   A. 143/C Fatima Jinnah Road, SIE, Sialkot.  
   B. Tel: 92-52-3556139  
   C. Fax: 92-52-3553039  
   D. Email: info@alm surgicare.com

7) **M/s A-One Surgico,**  
   A. Commissioner Road, Muhammad Pura, Sialkot.  
   B. Tel: 92-52-4592933  
   C. Fax: 92-52-4586056  
   D. Email: info@aonesurgico.com

During the exhibition, the number of total visitors was 60,523 including 1,935 foreign buyers. Also, many visitors showed interest in the Pakistani Products. Pakistani participants displayed surgical, dental and ophthalmic instruments mostly and some
implements for plastic surgery as well. They had a meeting with Korean customers on the spot and also had extensive meetings during their stay. All Pakistani participants got good results from KIMES 2011 and were satisfied with their attending the show. Contentment of exhibitors with the arrangements and business as well as recommendation that TDAP should participate next year as well, is ample proof of the success of TDAP’s decision to participate in KIMES 2011

The Korean Ministry of Knowledge Economy had selected 5 Korean exhibitions for incubating as the leading international representative exhibitions in Korea. KIMES is one of them.

Also our surgical instrument industry needs to graduate from the production of disposable items to the higher value added instruments. The Korean market for surgical instruments can also be developed by hi-tech applications. Korean expertise through joint ventures or technology transfer is recommended for the production of high-end sophisticated surgical instruments used in human implants like hip bone and knee joints as well as electro-medical equipment. Our manufacturers already produce scissors and forceps. They can focus on value added products like micro-scissors and needle holders. These high end surgical instruments are mainly being imported from Germany. Manicure and pedicure products are also in high demand in Korea. Special attention needs to be given to design, finishing and quality for the Korean buyer. Higher value addition can benefit our exports qualitatively as well as quantitatively.