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## Rynek MedTech w Singapurze

Zagraniczne Biuro Handlowe

PAIH w Singapurze

19.06.2020

 PAIH *24webinaria*

# Webinar 2020



# Singapur: podstawowe informacje o rynku



Nazwa Kraju      Republika Singapuru



Język Urzędowy      Język angielski, tamilski, malajski, mandaryński



Stolica      Singapur



Powierzchnia      722,5 km<sup>2</sup>



Populacja      5,6 mln



Waluta      Dolar singapurski SGD  
1 SGD = 2,96 PLN



Podatki      CIT 17 %  
PIT 0-22%  
VAT 7 %



Strefa czasowa      UTC + 8 (SGT)



PKB 2019      364,2 mld USD

Doing Business:      #2 (2020)

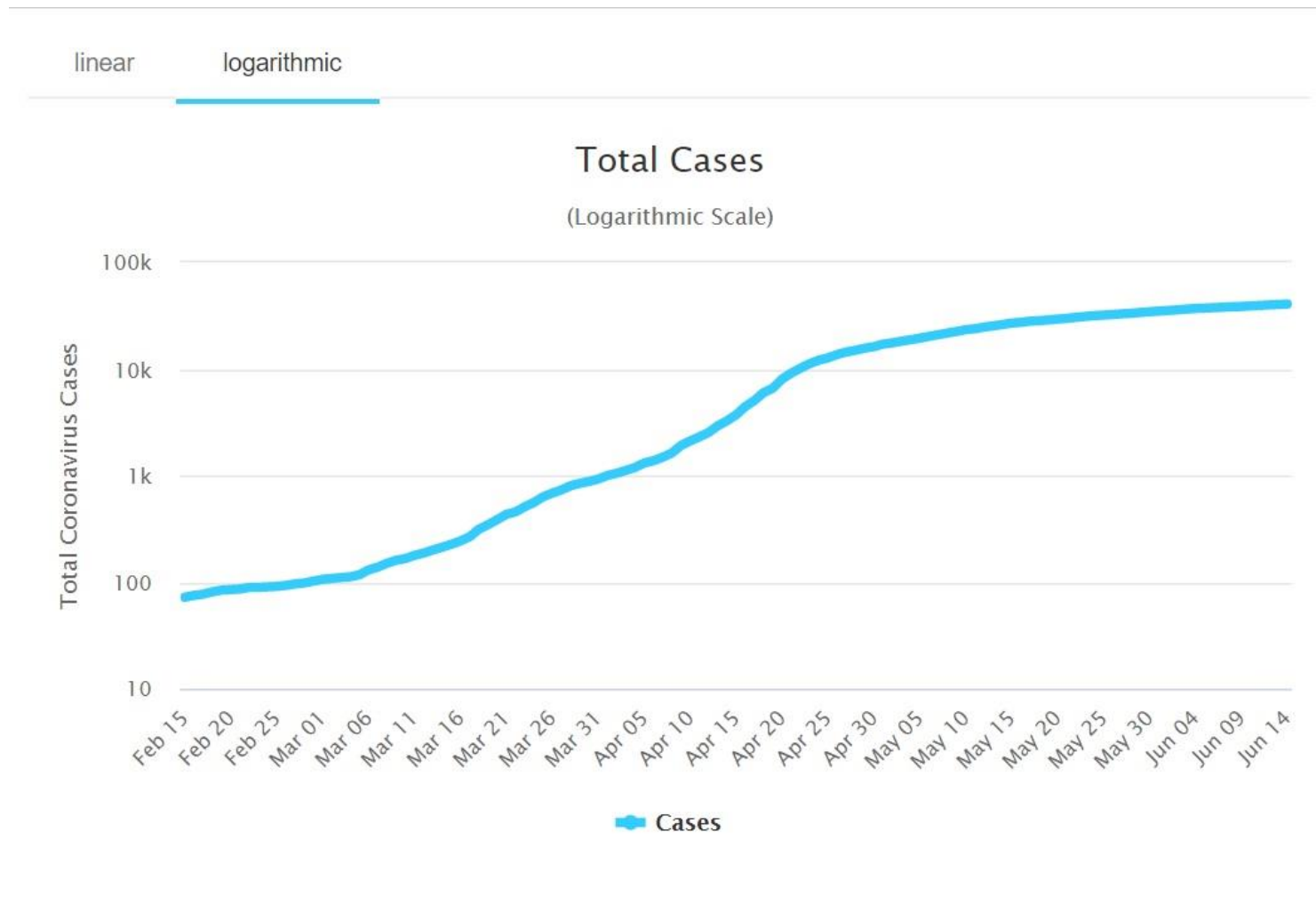


- Wzrost gospodarczy w 2020: -4 –do -7%
- *Cztery pakiety stabilizacyjne 92,9 mld \$ (19,2 % PKB)*
- Deficyt budżetowy w wysokości 7,9% PKB najwyższy w historii Singapuru (od 1965 roku).
- Zakłócenia w łańcuchach dostaw m.in z Malezji i Indonezji.
- Zapowiedź utworzenia 100.000 miejsc pracy przez 12 miesięcy (służba zdrowia, przedszkola ,ICT ,Finanse)



# Aktualności z rynku

- *Faza 1* od 2 czerwca 2020
- *Faza 2* od 19 czerwca 2020
- Funkcjonowanie jedynie *Essential Services*  
Aktualizowana lista [Enterprise Singapore](#)
- Zakaz wydawania wiz short term (do odwołania)
- Foreign Workers Dormitories głównym źródłem zachorowań



# Atrakcyjność Singapuru dla branży MedTech

## Dostęp do rynku

- Umowa o wolnym handlu między Unią Europejską a Republiką Singapuru (EUFTA 21 listopada 2019)

## Starzejące się społeczeństwo / rosnące nakłady inwestycyjne na służbę zdrowia

- Mieszkańcy powyżej 65 roku życia:
- Stan na 2019 (%) 15
- Prognoza 2050 (%) 34 „Silver Tsunami”
- Choroby cywilizacyjne: nadciśnienie, cukrzyca

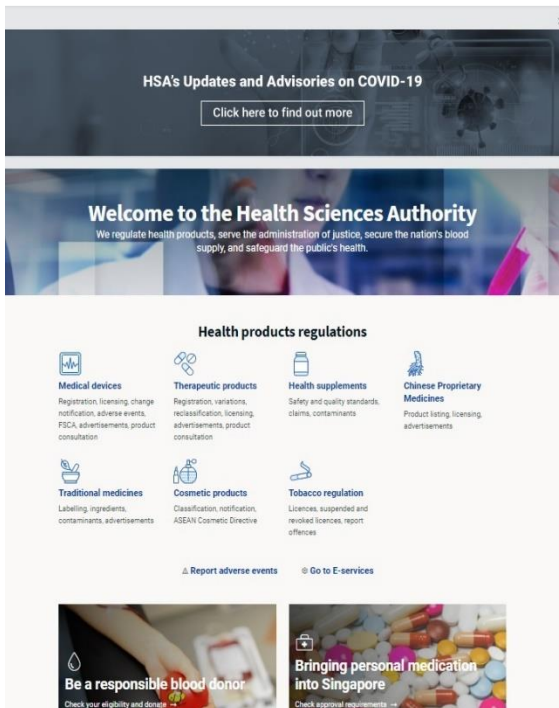
## Otwartość na Innowacje / Ekosystem

- Aktywne poszukiwanie rozwiązań oraz odwaga we wdrażaniu innowacji
- [IPI Singapore](#)
- 30 Centrów R&D MedTech
- [Medtech Hub](#), [Biopolis](#), oraz [ASTAR \(Biomedical Research Council\)](#)

## Brama do Azji Południowo Wschodniej

- Singapur jest traktowany jako benchmark dla pozostałych państw Azji Południowo- Wschodniej
- Standardy [Health Science Authority](#) traktowane jako wyznacznik jakości
- *ASEAN Medical Device Directive (AMDD)*

# Strony które warto odwiedzać:

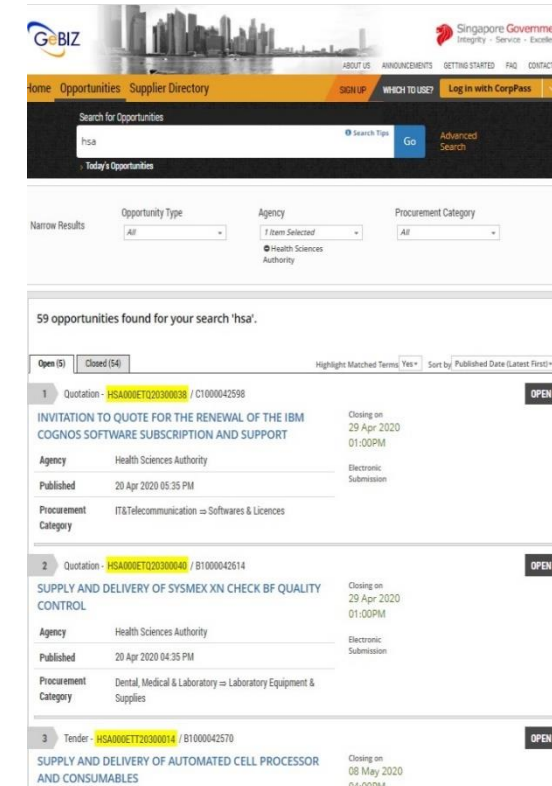


Health Sciences Authority

Regulator rynków:

Urządzeń oraz wyrobów medycznych

Wyrobów farmaceutycznych



GeBIZ:

Oficjalna baza zamówień publicznych

# Strony które warto odwiedzać:



IPI SINGAPORE:

Technologiczny marketplace



APAC MED:

Stowarzyszenie branży MedTech w regionie Azji i Pacyfiku



## TECHNOLOGY NEEDS (HEALTHCARE)



Seeking Taste-masking Technologies/Ingredients/Processes for Orally-ingested Bioactives  
IPI is working with our Open Innovation partner from UK to source for Taste-making Technologies/Ingredients/...

[READ MORE](#)



Seeking Proposals for Singapore-France Joint Innovation Projects  
Singapore and French companies that are keen to embark on joint innovation projects can apply for support by participating in a joint...

[READ MORE](#)



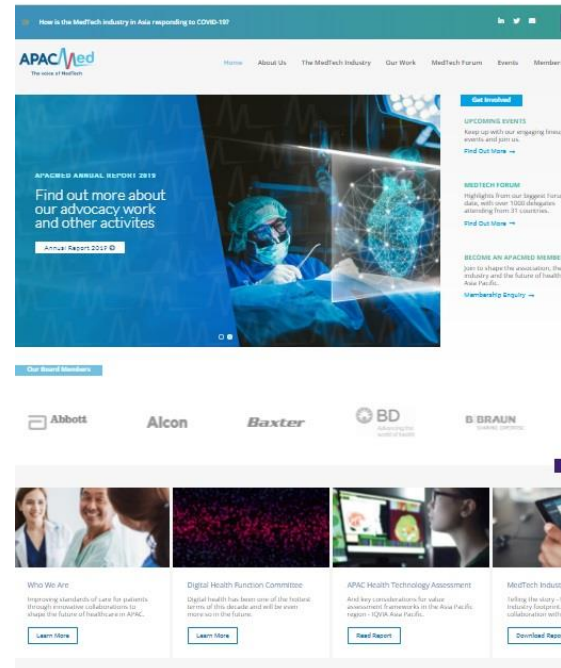
Seeking Solutions to Combat Outbreak of Infectious Diseases  
The current COVID-19 pandemic has demonstrated the significant and widespread impact of infectious diseases on healthcare systems...

[READ MORE](#)



Seeking Proposals for Shanghai-Singapore Joint Innovation Projects  
Enterprise Singapore and the Science and Technology Commission of Shanghai Municipality ("STCSM") are announcing the first joint call...

[READ MORE](#)





~~09-11 Września 2020~~

31 Sierpnia – 02 Września 2022

*5th Manufacturing Processes for Medical Technology Exhibition and Conference*



~~09-11 Września 2020~~

09-11 Grudnia 2020

*13th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies*



~~18-21 Maja 2020~~

23 -26 Listopada 2020

*11th International Ageing Asia Innovation Forum & Exhibition*



# Polskie Mosty Technologiczne

Z nami  
**nowe rynki**  
są bliżej niż myślisz

- 1. 70 000 zł** – wsparcie bezgotówkowe: warsztaty, konsultacje z ekspertem, strategia ekspansji – etap krajowy
- 2. 120 000 zł** – wsparcie gotówkowe: wydatki w ramach katalogu wydatków kwalifikowanych min. wdrażanie strategii - etap zagraniczny
- 3. 10 000 zł** – wsparcie bezgotówkowe: wsparcie ZBH  
Maksymalna wysokość oferowanego wsparcia dla MŚP wynosi do 200 tys.zł



Polska Agencja  
Inwestycji i Handlu  
Grupa PFR

polskie mosty  
technologiczne

wiedza • kontakty • finansowanie



**PAIH** 24webinaria

## Dziękuję za uwagę!

### Adres

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Singapore 018961

### Kontakt

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e.: [aleksander.czechowski@paih.gov.pl](mailto:aleksander.czechowski@paih.gov.pl)

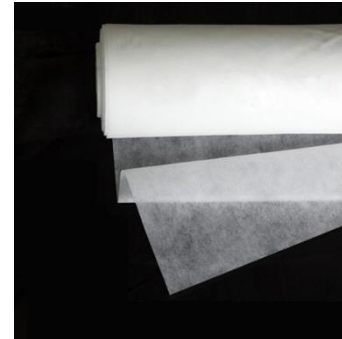
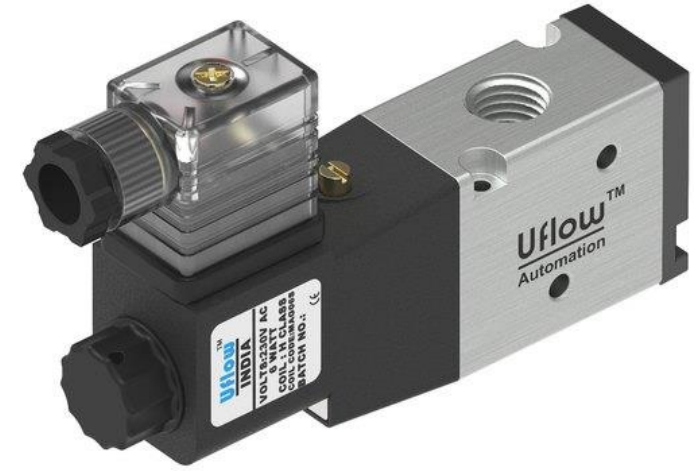


# How to Improve Second Sourcing in the MedTech Industry

Polish Trade and Investment Agency  
In partnership with Access-2-Healthcare  
19 June 2020

# What Do These Items Have In Common?

- Examples where lack of 2<sup>nd</sup> sourcing had caused big problems
  - Ventilators (solenoid valves)
  - Mask (non woven PP)
  - Reagents for test kits (polymerase)



# How to Identify the Need for 2<sup>nd</sup> Sourcing?

- Business / Supply Continuity

- Continued supply of parts -----> continued supply for patients

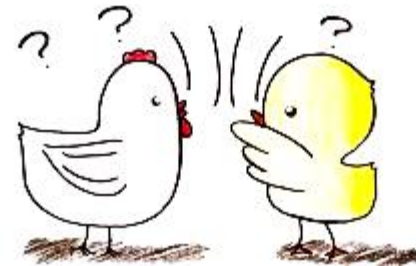


Quality

- Price / quality

- Tax

- Language / culture




# How to Identify the Need for 2<sup>nd</sup> Sourcing?

- Supplier controls (ISO13485:2016, Clause 7.4 Purchasing)
  - Risk-based supplier management
  - Supplier evaluation
- Risk management (ISO 14971: 2019)

# How to Identify the Need for 2nd Sourcing?

## Regulatory Justifications

- Risk management process (ISO 14971:2019)
  - Clause 7 – Risk Controls
    - design out,  Second source for critical component as design risk controls
    - inspect out,
    - warn (information for safety)
  - Designing out can include changing the product design, to utilize using more commonly available parts  
→ potentially more available suppliers?

# Realities of 2<sup>nd</sup> Sourcing

Small volumes purchased in the MedTech industry

Part specificity (many custom made parts)

Custom made  
+  
Small volume

=

\$\$\$\$\$  
+  
possibly longer  
lead time



# How to do 2<sup>nd</sup> Sourcing and Manage 2<sup>nd</sup> Sources

- Search
- Calculate COGS
- Estimate delivery time of 2<sup>nd</sup> source
- 80/20 split
- 2<sup>nd</sup> source is always going to cost more per unit

# Search

- Search criteria
  - same part / meeting same specifications
- produced from a different
  - area
  - province
  - country
  - region
  - continent



# Cost and Time

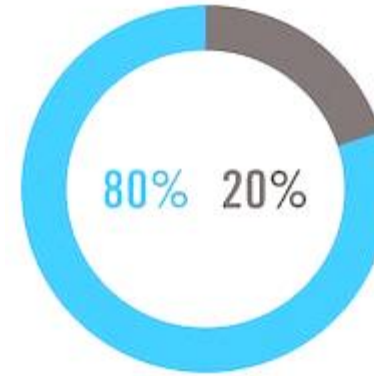
- Calculate COGS (which includes freight)
- Estimate delivery time of 2<sup>nd</sup> source
  - Comparable to primary source?



ABC Company  
 Cost of goods sold statement  
 For the years ending.....

Cost	\$	\$
<b>Raw Material:</b>		
Opening inventory		
+ Purchases (net)		
Raw Material available for use		
- Closing inventory		
<b>Cost of Raw Material used:</b>		
Direct Labor		
<b>Prime Cost</b>		
Manufacturing overhead (Applied)		
<b>Factory Cost / Manufacturing cost</b>		
+ Work in process opening inventory		
- Work in process ending inventory		
<b>Cost of goods manufactured</b>		
+ Finished goods opening inventory		
Cost of goods available for sale		
- Finished goods Ending inventory		
<b>Cost of goods sold at normal</b>		
- Over applied manufacturing overhead		
+ Under applied overheads		
<b>Cost of goods sold at actual</b>		

# Business Split



- Recommend 80/20 split
- Understand that 2<sup>nd</sup> source is **always going to cost more per unit**
- Focus on the aspects of **customer service and quick response** for the 2<sup>nd</sup> Source

# What if YOU are the 2<sup>nd</sup> / Alternative Source?

- You cannot 'control' your location.
- **Certificates comes first!** (Different requirements for finished devices, and components/materials)
- Focus on the aspects of **customer service and quick response**
- Because of economies of scale, You are **always going to cost more per unit**

# Due Diligence is a must



## Scope for Business Due Diligence



# “Expedited” Due Diligence



## Connections

Company Size / Ownership  
Contact Person status



## Documentation

Product Information  
Certificates

- Video call to factory
- Willingness to partake written agreements

# Access-2-Healthcare Own Case Study!

- Provide critical supplies for fighting Covid-19 pandemic
  - 2<sup>nd</sup> sourced
    - Test kits, ventilator, masks
    - Price fluctuations, business relationship not as well engrained
    - Big challenge for masks due to import/export requirements
  - Single sourced for very trusted suppliers
    - Thermometers, coveralls





# Access-2-Healthcare Own Case Study!

- Critical supply to countries, cannot drop the ball!

## Step 1



### Make Contact

- Company profile
- Product pictures
- Whose connection?
  - 3<sup>rd</sup> party agent?
  - Factory direct?
  - Decision maker?

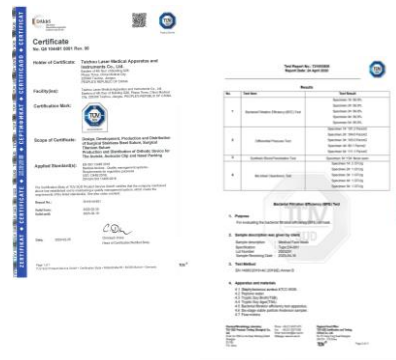


## Step 2

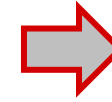


### Certificates!

- ISO13485 / US FDA establishment registration
- EC certificate? Local certificate? Free sales Certificate?
- EN Test reports / Local test reports



## Step 3



### Pricing Shipping Lead Time



## Step 4



### Video call with factory

Verify details of certificates, products, shipping address



## Step 5

Sign sales contract / agreements

Funds transfer protocols to be agreed

# Access-2-Healthcare Own Case Study!

- Key Learnings

- 2<sup>nd</sup> source anyway, not sure which party may have supply issues!
- Written agreement is a must, addressing product quality, supply, freight, insurance, payments, default, termination

# Concluding Points

1. 2<sup>nd</sup> sourcing can be regulations based, depending on risk
2. Recognise business realities, however, don't give up and keep searching
3. Develop due diligence process for supplier qualification

## Company Brief

Provides end-to-end consulting support for medical technology companies for product launch & market entry

Execute the Work | Competency Development |  
Improve Margins | Reduce Business Risk

### Origins

Year founded : 2015



### Physical Entities

Singapore, Malaysia, Thailand, Philippines, Indonesia, Vietnam, Australia, Germany, India, Chinese Taipei



### Investment

Self-funded



### Organisation

25 Team Members – expertise in strategic marketing, quality, regulatory, channel management, due diligence functions



## Voice of Customer

“Sorely needed service, too many aggregators and no one to really execute the work”

“Having to go to one consulting company and to receive help completely tailored to our needs for future market expansion saves time and effort”

“Very flexible pricing structure – emphatic to our needs”

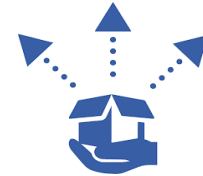
“Pragmatic, direct, not afraid to say if something doesn’t work – sincere.”

## Who looks for A2HC?

Global Medical Device Companies looking for **market expansion** into APAC



Medtech Spin-off / Start-up companies for **market launch** through EU and USA



### Product Life Cycle Management



Mentorship of MedTech Start-ups during product development till launch

Industrial Design, Prototyping, Sourcing, Process Development; Establish Factory Line

### Medtech Go-to-Market Strategy



Clinical Workflow / Business Model Development; Usability & Standards compliance

Market Assessment; 5-factor analysis, local market study

### Regulatory Approvals, Quality Consulting



Country Specific Regulatory Processes, Authorized Representation

Full-Suite Quality / Risk Management implementation

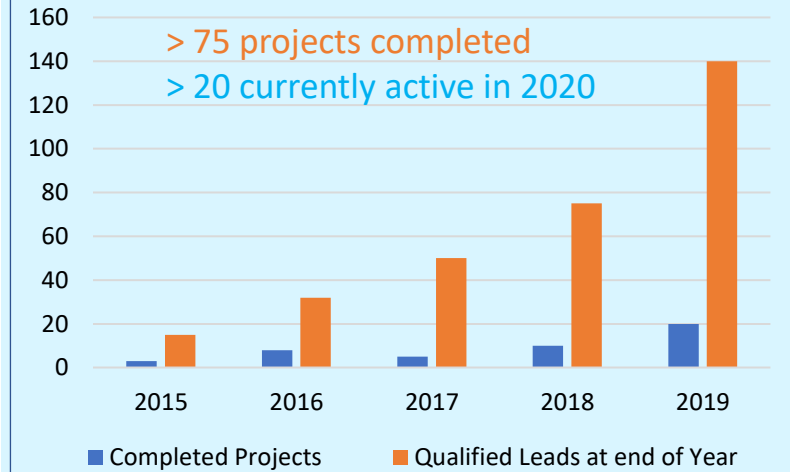
### Business Partners / Distribution



Business Due Diligence; Switch Distributors or Contract Manufacturers

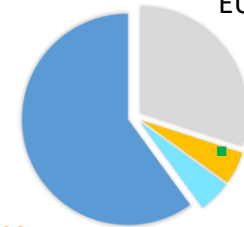
Establish Operation / Regulatory Hubs

## Completed Projects vs. Business Leads – Global per year



- Medical Device Companies for **Market Expansion** into Asia Pacific
- MedTech Spin-off / Start-up Companies for **Market Launch** through EU and USA

- Convert **non-Medical Device Company** to Launch MedTech Products



- GPO for Investors with **MedTech Sourcing Needs, Healthcare Facilities Refurbishment**

# Thank You For Your Time!

## Contact

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Access-2-Healthcare

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