Comparison of Medical Equipment Industries in China and at Abroad

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Abstract. Medical equipment industries have a wide range of market and there is good market prospect in China. Chinese medical equipment industries gradually expand and integrate with the international market. However, along with the development of the industries and the establishment of the market model, the related questions rise. This article mainly represents the characteristics of the American and Japanese medical equipment industries and analyzes the overall situation of medical apparatus and instruments industry development and the market.

Keywords: Medical equipment, industry, abroad.

Introduction

Medical equipment is a basic medical institutions, a necessary hardware equipment, direct symbol of the medical institutions of medical treatment and the technical level, not only relates to where the physical diagnosis and treatment status and social benefits of the masses, but also directly affect the economic benefits of medical institutions. Medical equipment sales in China show a good momentum of steady growth [1]. According to experts’ analysis, in this year and the next few years, Chinese medical equipment market will further expand. This article from the medical equipment market development degree, development of Chinese medical equipment market structure, medical apparatus and instruments market positive factors and the development trend of medical apparatus and instruments market several aspects, such as analysis of the development of Chinese medical equipment market [2].
The Current Status of Medical Apparatus and Instruments Market in Our Country

High-end Market Dominated by Foreign Companies. Domestic medical instrument enterprise in the high-end market in China's market share is low, the present main competitors in the high-end medical equipment market for five or six multinational companies, even domestic well-known medical device companies, in the high-end market share is still relatively low. With such vast domestic medical equipment market, although the domestic has so many medical device manufacturers, but also a lot of medical equipment are imported from foreign countries, our country every year to spend hundreds of millions of dollars in foreign exchange to import a large number of medical equipment from abroad, and a large portion of the domestic medical equipment market has also been foreign companies. At present, our country enterprise in addition to a few technologies such as ultrasound at the international leading level, in terms of high-tech products, the overall level of Chinese medical equipment with foreign advanced level in the gap of about ten years [3].

Although domestic independent research and development of some type of medical device manufacturing enterprise products have a certain scientific and technological content, and the price is obvious advantages, to similar foreign products may pose a threat, but only a few such products. The focus of the multinational enterprise competition is the design concept, product quality and after-sales service, and high quality product is favored by large domestic hospital, so the foreign products are many sold to domestic large hospital, especially the major hospitals [4].

A Growing Demand for Medical Apparatus and Instruments. Estimated medical equipment market will increase a lot and our country is one of the fastest growing in the world. In a high growth rates in Asia are not uncommon, but particularly pronounced in China. China in the field of medical apparatus and instruments more high-end products rely on imports, or by the local multinational companies and joint venture in China [5]. Generally are smaller, local companies in China by western standards, the enterprise's capital is insufficient. In the past 20 years, China has become an important part of the world medical equipment market, from population size to the purchasing power of China is more and more attracted medical equipment manufacturers, no one doubts that it is the huge market potential in terms of medical apparatus and instruments. Prompted the development of China's medical market in addition to economic development and population factors, the ageing of the population and urbanization are also pushing to expand in the medical market [6]. The whole world is faced with the problem of aging population. China for many years to implement the policy of China's elderly population proportion in the total population is higher than in many other countries.

In the next few years, many of Chinese rural residents will move to cities. The negative effect of urbanization is a sedentary lifestyle, western-style diet, smoke more, plus the air pollution in urban areas, the combination of these factors will make the city residents are more likely to suffer from chronic diseases and other adverse to the body's health problems, as a result, there will be more medical needs [7].
The Good Prospect of Market. By investigating the medical equipment market capacity, medical equipment has a broad development space and prospect in the market. The level of demand for medical devices along with the ascension of the medical technology expands unceasingly, in artificial joints, stents, dental implants demand increases gradually and the existing medical equipment production level is not fully meet the market demand. National government intensify focus on the development of the medical equipment industry, implement relevant policies, will focus on areas in public health, will conquer large medical equipment, promote independent innovation, speed up and promote the development of new enterprises. It has a variety of high-end medical equipment research into key areas of medical device development object, for the development of high-end products in a certain reserve forces to support the development of related enterprises [8]. You can see above circumstance, medical equipment industry gradually by the state shall pay attention to, and become the main areas of future development.

The Current Status of Medical Apparatus and Instruments Market at Abroad

The characteristics of Medical Equipment Market in Ireland. Many U.S. manufacturers in Ireland, which makes one of Ireland became a major exporter of medical equipment in the world. GDP fell slightly in the past two years, but still achieved remarkable billions, most of the products returned to the United States or other EU countries, only a small number of sold in Ireland the local market. Ireland's own medical equipment manufacturing power is very small, there are a number of small high-tech companies, mainly for the multinational companies to provide management support services and provides contract manufacturing.

The characteristics of Medical Equipment Market in US. The medical equipment market in the United States is the world's largest, more than half of the world. The land area is large, is inferior to Russia and Canada, the United States of the population in the world, No.3 after China and India. America's medical equipment market is the highest in the world. Although growth slowed down in recent years, but still is the world's most active. A lot of us market in private medical units. Some medical insurance system has been set up for low-income people, by the states. Some states in the absence of federal proposal, is being put into practice in their own national health care plan. After government’s inauguration, the medical system reform is an almost sure thing, but the new President and his supporters in parliament to decide how to affect a radical cure remains to be seen. Seven companies of the world's top 10 medical device manufacturers are located in the United States [9]. Imports are becoming more and more important part. Part of this growth is due to the use of the cheap foreign producers for production, such as Ireland or Mexico, then these products imported into the United States.

The medical equipment market in the United States is strictly regulated, market operation is expensive. However, it is transparent, is in accordance with the rules. The United States is medical equipment research, development and clinical trials of the main places.
Comparison

Medical device industry is a multidisciplinary cross, knowledge and capital intensive and high technology industries, involves medicine, machinery, electronics, plastics and other industries, the production process is relatively complex, high entry barriers, is a sign of the level of national manufacturing industry and high-tech tip. Medical device industry is the key to encourage the development of the industry in China, and the market potential is tremendous, demand will continue to grow, competition will be more intense. In the face of such huge market potential, many medical companies have targeted China medical equipment market, many domestic medical equipment production and business operation entities will be how to share the big cake, will be the domestic medical equipment production and business operation entities must face, must decision problem [10]. To speed up the medical equipment application of computer technology, digital technology, image processing technology, laser technology, the pace of the nuclide technology, automation technology, etc, to shorten the product update cycle, also study or develop a batch of partial or complete independent intellectual property rights of medical equipment products, our country has basically formed the independent research and development of medical equipment organization scale and technical team.

After the reform and opening up, many medical equipment enterprises through sino-foreign cooperation in technology, products, capital and advanced management concept and modern management, rapidly improve the production technology level of the medical equipment industry and product level, our country not only can batch production and export [11]. Joint venture of medical device production enterprise has become the main force of the medical equipment industry, and occupies an important position in the field of high technology.

Summary
The medical equipment upgrade and update also brings to the market demand. The development trend of health care products from hospital clinical laboratory into the doctor's office, and then into the family, provides convenience for the patient. The development of technology promotes the application of portable medical terminal, the patient can use at any time when you at home or out medical equipment. Chinese medical equipment product structure adjustment, function by simple medical devices to the diagnosis, treatment, laboratory model to diagnose, treat, inspection, analysis, rehabilitation and physical therapy, massage, health care to the extension of the multi-function will constantly adjust the structure of the medical equipment products, the market continued to expand. In addition, now people are very identity of the concepts of disease prevention and early detection, early treatment, it also promotes the demand for basic medical instruments such as inspection diagnosis.

References