

Medical Systems

Delivering Healthcare Solutions



The Gateway to a Global Industry

For the highly complex and technically demanding medical devices market, international success depends on the capacity to innovate and produce products and services, which deliver increased value and greater clinical effectiveness.

To meet these demands, is your company looking for

- Partners, facilities and expertise?
- Access to an established network of research and product development with global capabilities?
- Support and advice on accessing the profitable European market including a £70 billion (public, private and complementary) UK healthcare sector.



With its reputation for clinical and research excellence, the UK holds a key position in this increasingly integrated international market.

UK Healthcare Market

The UK's National Health Service (NHS) is one of the world's best healthcare brands and acknowledged worldwide as a benchmark of excellence. It employs 1.5 million people, making it the third largest employer in the world, with an annual budget of £57 billion, after trials. As well as providing world class clinical trials, the NHS is a major purchaser of equipment and products for healthcare, with an annual expenditure for equipment and products of more than £2.5 billion.

In 2002 the UK exported over £14 billion healthcare goods and services, into a global market, which is growing rapidly as individual

expectations rise, and political pressure grows to improve expertise in many countries. As well as more traditional services and basic product areas, other British strengths lie in highly sophisticated niches such as diagnostics, biodevice interfaces, informatics and laboratory technology.

In 2001, the UK sold nearly £1.8 billion medical devices overseas. Five markets accounted for half the total - the US (£322 million); Germany (£217 million); France (£153 million); Belgium (£120 million) and Japan (£99 million).

The South East of England, with its strong technology base, is home to around half of the UK's medical systems industry, and is the perfect location for opening up European and other international markets.

The Hub of the UK Medical Systems Industry

There are many good reasons for doing business in South East England. With the highest concentration of healthcare companies in the UK, together with the region's strong academic and clinical base, we form the hub of the medical systems industry in the UK. Vibrant and sustainable businesses are supported by access to the financial and medical centres of London, plus unrivalled transport links to Europe and beyond. Add to this an attractive quality of life and you have all you need to succeed.

High Calibre Workforce

The region is a rich source of the technical and research expertise vital to successful company formation and product development:

- One of the strongest regions in Europe for healthcare technology
- 50% of the UK's medical devices companies are based in South East England
- Some 2,000 companies are employed in the healthcare sector, including diagnostics and pharmaceuticals
- The region comprises 40% of the total UK employment in healthcare technology.

A Region at the Forefront of Medical Innovation, Technology and Teaching

The South East of England is home to many of Europe's leading universities that are undertaking pioneering research into the development of future medical technologies, including diagnostics, health informatics (telemedicine), radiotherapy and imaging, drug delivery, active implants, respirators and ophthalmology. Underpinning this research are the medical schools of London and the South East of England, which are producing tomorrow's doctors, clinicians and nurses. World renowned education institutes in the region, include:

The University of Oxford's Medical Sciences Division

It has an annual turnover in excess of £110 million, some 2,000 staff and 1,000 students.

Brighton & Sussex Medical School

An equal partnership between the Universities of Sussex and Brighton together with NHS staff. The School has three major divisions; Primary Care & Public Health Medicine, Clinical Medicine and Clinical Laboratory Investigation.

The European Institute of Health and Medical Sciences

The Institute is a leading provider of undergraduate, postgraduate and post registration healthcare education, research and consultancy. As one of the largest schools on campus, with over 2,500 students, its primary objective is to advance health practice through a range of high quality education programmes, supported by carefully targeted research and development.

University of Southampton

At the University of Southampton the Faculty of Medicine, Health and Life Sciences consists of four academic Schools. Three of these - the Schools of Medicine, Nursing & Midwifery, and Occupational Therapy & Physiotherapy - offer undergraduate courses in medicine and health sciences where training in clinical practice and a knowledge of the basic sciences are integrated.

In Good Company

With a strong tradition in telecommunications, electronics, engineering software and biotechnology the South East of England's medical systems infrastructure is in place to deliver everything you need for sustainable business growth. Leading medical companies that have taken advantage of these benefits include:

Amersham Health
Eleckta Oncology Systems
Varian Medical Systems
Johnson and Johnson
GE Medical Systems
Eschmann
Abbott Laboratories
Becton Dickinson

Proctor & Gamble
Tyco Healthcare
Pall Medical
Oxford Biosensors
Steris
Stryker
Viatron (part of the Medtronic Group)



With its proximity to London, the region is within easy access of major hospitals medicines agencies and UK trade associations.

NHS Purchasing and Supply Agency

The NHS Purchasing and Supply Agency is responsible for ensuring that this world renowned organisation has access to top quality equipment and services at competitive prices.

NICE

The National Institute for Clinical Excellence (NICE) is part of the National Health Service (NHS). Its role is to provide patients, health professionals and the public with authoritative, robust and reliable guidance on current best practice. Guidance covers both individual health technologies (including medicines, medical devices, diagnostic techniques and procedures) and the clinical management of specific conditions.

Medicines and Healthcare Products Regulatory Agency (MHRA)

The MHRA is responsible for the regulation and safety of medicines and healthcare products. Its primary objective is to protect public health by taking all possible steps to ensure that medicines, healthcare products and medical equipment are safe for those who use them.

European Medical Evaluation Agency

This body provides the necessary regulatory clearance for healthcare related products, facilitating access to the entire European market.

Southern Medical Alliance (SMA)

SMA is the regional association in support of the manufacturing, research and clinical communities.

Other specialist professional organisations in the region include:

The British Dental Trade Association
British Anaesthetic & Respiratory Equipment
Manufacturers Association (BAREMA)
OPTIC (UK)

Join us in South East England and you will be able to access all the help and support you need. The South East England Development Agency (SEEDA) is actively working to promote growth in the medical systems sector. It is there to help establish and grow profitable businesses in the region and has the contacts and links to provide professional, impartial, confidential and free advice.



Creating the Community

To capitalise on the region's strengths, SEEDA has helped create Southern Medical Alliance (SMA). As a regional network, SMA brings together those who develop, produce and use medical equipment. Its role is that of an enabling force, providing a forum for exchange of ideas and serving as a catalyst to help make the region a centre of excellence for healthcare technology and patient care. This process can and does involve organisations beyond Southern England, facilitating collaboration in both national and international markets.

www.southernmedical.co.uk

This unique partnership between the trade organisations and regional development agency ensures that companies are able to access a wealth of knowledge and support.

SEEDA is in the business of helping:

- Establishing a location that is profitable for your business
- Identifying suitable property options to satisfy your companies requirement, including property on many of the University affiliated Science Parks in the region
- Supplying advice on sources of venture capital
- Offering guidance on UK taxation, employment law, regulatory and recruitment issues
- Providing comprehensive project management, saving your company valuable management time

- Facilitating introductions to key academic institutions, offering potential research collaborations and technology commercialisation
- Initiating introductions with key industry partner networks such as the Southern Medical Alliance

For further information on the initiative and programme of work please contact the International Business Team: SEEDA HQ, Cross Lanes, Guildford, Surrey, GU1 1YA, UK. tel: + 44 [0] 1483 484200 fax: +44 [0] 1483 484247 email: invest@seeda.co.uk website at: www.seeda.co.uk



Southern Medical Alliance, Great Western Business
Centre, Emlyn Square, Swindon, Wiltshire SN1 5BP
tel: + 44 [0] 1793 428353
email: info@southernmedical.co.uk
web: www.southernmedical.co.uk



SEEDA HQ, Cross Lanes, Guildford, Surrey, GU1 1YA, UK.
tel: + 44 [0] 1483 484200 fax: +44 [0] 1483 484247
email: invest@seeda.co.uk web: www.seeda.co.uk