

PRESSEMITTEILUNG



23th April 2009

The GHE hold a meeting at Europe's top factory

BONN. The next internal meeting of the GHE will be held on May 14 at the invitation of Siemens in Erlangen. Focal points are the markets of Iraq and Canada.

The market for medical technology and products in Canada provides long-term prospects for companies. In 2007 the total expenditure on health care according to estimates by the Canadian Institute for Health Information (CIHI) 160.1 billion Canadian dollars (\$ kan; 1 Euro = 1,60 \$ kan, around 3.6 billion euros). This was an increase of 6.6% compared to the previous year. Experts estimate the import quota to over 90%.

A completely different market is the Iraq. The economy of the country is continuously growing, but large investments concerning the health sector, are needed. German medical technology companies are the leading providers of medical equipment and German know-how is highly valued in the country. Problems are the competitive pressure, especially Far Eastern manufacturers insist more on the market, and still the security situation.

Speakers of Siemens, the AHK Canada and the DIHK report about these topics. Experience reports from GHE companies round down the program. The participation in the meeting is reserved only for GHE members.

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