

# Making Money from the New Global Markets

Growing West Midlands Industries



West Midlands Cluster Conference 2010

## Market Opportunities - Parallel Sessions

# Medical Technologies



Birmingham Science City

ideasforlife



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Theme:

## Making the most of the Medtech Market

Session Objectives:

*For You:*

- Learn about market opportunities & public sector support
- Learn from exemplar approaches
- Explore how to get the most of opportunities & initiatives

*For us:* Feedback on public sector initiatives & support



# Session Format

<b>Exemplar Approaches</b>	
<b>The GE Healthcare Story</b>	<b>Mr James Champion</b> Executive Account Manager , Regional Accounts
<b>The DTL Story</b>	<b>Professor Jon Heylings</b> Chairman, Dermal Technology Laboratory Ltd
<b>Public Sector Support</b>	
<b>AWM Medtech Cluster Support</b>	<b>Ms Christina Keey-Andersen</b> AWM Medtech Cluster Manager
<b>Task Force Findings</b>	<b>Dr David Gleaves</b> Chairman, Healthcare 'Task & Finish' Group
<b>Break Out Sessions &amp; Feedback</b>	



# The Medtech Market Opportunity

- Global opportunity - £150-170B pa, 10% growth
- Strategically important to UK
  - 2,770 companies, 52,000 employees, £10.6B turnover
- Strategically important for the West Midlands
  - Highest concentration of medtech companies in UK – majority are SMEs
  - 3<sup>rd</sup> highest region by employees
  - 8<sup>th</sup> highest by turnover (over 85% <£5M turnover)
  - Builds on strong manufacturing & R&D base



# Healthcare 'Task & Finish' Group Outcomes

David Gleaves





# Context

- Strategic significance of healthcare sector for West Midlands
- Need to respond to recent global & national developments

## Remit:

Bring industry and public sector together to review context and identify short-term priority actions to maximise benefit to regional industry

*Met three times between Feb-Mar 2010  
(last meeting attended by the Minister for Health)*





# Regional Analysis

- 470 'life science/medtech companies – majority SMEs
- Regional strengths:
  - Assistive technology, Infection control, E-health, Bioengineering, Single-use technology
  - NHS/HE strength in clinical trials
  - Strong medical/biotech HE R&D sector
  - Strong industrial design/prototyping capability
  - Growing digital technology capability
- **Relevant initiatives:** NHS productivity drive, Health Innovation & Education Clusters (HIECs), Life Science Blueprint





# Key Challenges & Opportunities

<b>Procurement</b>	How can we help companies deal with public sector procurement? How can we encourage adoption of new technologies & innovative products?
<b>R&amp;D</b>	How can businesses better benefit from the public sector R&D and knowledge base?
<b>Investment</b>	How can we make the region more attractive to inward investors? How can we help companies start, stay & grow in the region?
<b>Skills</b>	How can we improve training relevant to medtech companies? How can we improve business support in sector-specific planning & product development?





# Recommendations

Recommendation	Impact
<p><b><u>Support</u></b>                      Create specialist procurement support service</p>	<ul style="list-style-type: none"> <li>• More business for SMEs</li> <li>• NHS will benefit from new innovative technologies being brought to its attention</li> </ul>
<p><b><u>Coordinate</u></b>                      Integrate regional support mechanisms</p>	<ul style="list-style-type: none"> <li>• Better uptake of support services by companies in the region</li> <li>• Makes region more attractive to national and international investors</li> <li>• Increases value for money by aligning regional targets</li> </ul>
<p><b><u>Communicate</u></b>                      Articulate clear, consistent message to promote the region</p>	<ul style="list-style-type: none"> <li>• The image of the West Midlands accurately reflect its strengths</li> <li>• Brings new key investors to the region that can support the existing supply chain</li> </ul>