

Your Gateway to the French Health Market

The French government's spending on the health system is one of the highest in the world.

Here are three great reasons to grow your business in the extensive French and neighbouring European markets:

1. Sell your product in the EU Market with one of the highest government spendings in the world

In 2008, spending for hospital care amounted to 69.9 billion € (*Ministere de la santé et des sports, 2010*), including:

- 54.2 billion € for public hospitals and private hospitals (under public contract) representing 77.5% of total;
- 15.7 billion € for fully private clinics, or 22.5% of total.

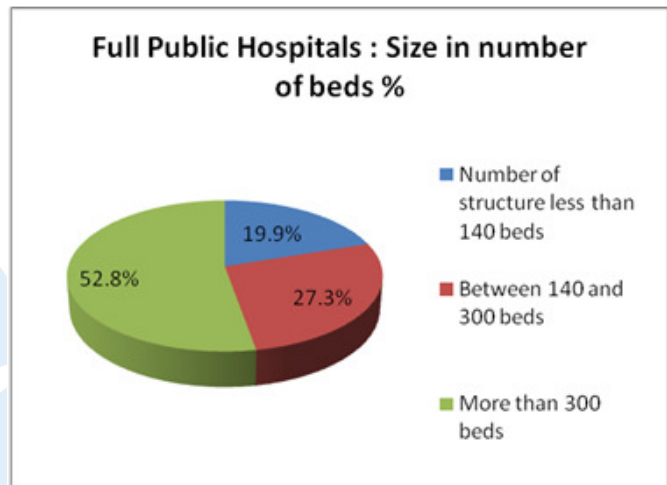
These expenditures represented **36% of current health expenditure in France in 2008**, € 1,098 per inhabitant. **Globally, France ranks second after the USA in terms of % of GDP allocated to expenses in health.**

2. Portray your product in front of a High Number of Potential Buyers

In France, there are 2,877 hospitals overall, it includes about 1,000 public hospitals. In comparison there are 1,000 hospitals in Australia. There are 431 600 beds in France, including more than 285 200 in public hospitals. Each year there are more than 13 million admissions in hospitals. (*SAE, 2010*).

3. Establish your product in an Extensive Market

The consumption of medical goods and services includes public and private in-patient care (44.5%); out-patient care – doctors, dentists, paramedics and laboratory analyses – (27.1%); medicines (20.8%); patient transport and other medical goods – optical, prostheses, supplies and dressings. Cardiovascular diseases represent the most expensive pathology (12.6%) followed by mental problems (10.6%) and osteoarticular disorders (9%). Mouth and teeth complaints dominate out-patient care in terms of cost (28.3%) (*Ministère des Affaires étrangères et européennes, 2008*).



Opportunities for Australian companies

- Large government projects include EMR, radiology, telemedicine.
- Strong government push for introduction of innovative health solutions, notably health IT solutions
- High number of potential buyers due to a large number of hospitals
- Exportia has had requests for innovative endoscopic devices
- Solutions facilitating cost reduction are in demand

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