



Emerging Asia Releases White Paper on Barriers and Inhibitors to Growth of Chinese Medical Device Market

While international companies from all industries are eager to enter the Chinese market due to its phenomenal growth, the near-term prospects for each industry are not equally promising. Emerging Asia believes that there are a number of barriers and growth inhibitors within the high-end medical device industry in China, which should be taken into account before unrealistic expectations about the near-term business opportunity in China lead to disappointment.

Hong Kong, China, September 17, 2007 --(PR.com)-- Emerging Asia has released a white paper on the medical devices industry in China. The firm was recently engaged in an in-depth study of the implantable cardiac device industry in China. This brief white paper, based on their larger study, examines some key findings related to growth barriers and inhibitors.

While international companies from all industries are eager to enter the Chinese market due to its phenomenal growth, the near-term prospects for each industry are not equally promising. Emerging Asia believes that while there are a number of obvious growth drivers attracting global medical device players to China, there are also a number of barriers and growth inhibitors, which should be taken into account before unrealistic expectations about the near-term business opportunity in China lead to disappointment.

The white paper concludes that while the Chinese market for high-end medical devices is expanding rapidly, it remains small in comparison to developed markets because of outdated medical facilities, the inability of the vast majority of Chinese to afford treatment, and corruption in the distribution and sales channels. While their findings are drawn from a study of implantable cardiac devices, they are broadly applicable to other high-end medical devices as well.

The white paper was authored by Adil Husain, and co-authored by Liu Guo Feng.

About Emerging Asia:

Emerging Asia offers Commercial Due Diligence services, Market Strategy advisory, and Political Risk advisory services for Asian Emerging Markets. Emerging Asia's services are focused towards corporations with current or potential business in Asian emerging markets, as well as investors such as hedge funds and private equity funds with exposure in emerging markets. More information about the company is available at www.emerging-asia.com

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