



# HEALTHCARE AND LIFE SCIENCES OPPORTUNITIES

Latin America and Caribbean



1.

Overview of local DIT  
structure and support

# DIT Healthcare and Life Sciences LATAC

- Focus on key countries
- DIT LATAC has assisted with deals totalling over millions of pounds in the last Financial Year



# Wide range of companies supported

**CAPITA** | Healthcare decisions

**RENISHAW**  
apply innovation™

**AstraZeneca**

**smiths medical**  
bringing technology to life

**smith&nephew**

**IPSEN**

**INTERSURGICAL**  
COMPLETE RESPIRATORY SYSTEMS

**Vernacare**

**RANDOX**  
HEALTH

**ARJOHUNTLEIGH**  
GETINGE GROUP



Advanced Medical Solutions

**MetixMedical**

Pharmaceuticals  
Vaccines  
Biologicals

Digital Health  
Healthcare Infrastructure  
Clinical Services

MedTech  
Diagnostics

Genomics  
Advanced Therapies



**Masters**  
PARTNERING • PATIENTS • MEDICINES

**BioSURE**  
HIV Self Test

# HOW DO WE GROW AND SUPPORT UK PRESENCE



## **Local Commercial Support**

Sector expertise,  
matchmaking,  
marketing, product  
launching events and  
activities



## **Promotion of better business environment**

Delivery of workshops,  
reports, webinars,  
roundtables and  
capacity building  
activities with  
Government members  
and Agencies



## **Promotion of UK participation in events**

Most important trade  
shows and relevant  
events in the region e.g.  
Hospitalar, CONAHP,  
Bio Latam, Tecnosalud,  
Meditech, Expomed,  
etc.

2.

LATAC Healthcare and Life  
Sciences market





Elderly population and incidence of NCDs - higher quality medium- and high-complexity medical treatment



Attractive region to commercialize medical devices, with a market worth £31.32 billion (2020 – Market Data Forecast 2022)



Local production of generics and OTC / growing innovation capacity



Pharmaceutical market poses opportunities for R&D, CDMOs and licensing agreements.

# 3.

## Specific markets and opportunities





# Uruguay

- USD 59 billion GDP - 3.5m people
- Life Sciences market is **highly dependent on imports** (£410m in 2021)
  - 95% of purchases made by the private sector
  - 5% by the public sector
- **Main LS imports** in 2021 were medicines (34%), blood for therapeutic use and vaccines (19%) and reagents (12%).
- **Aging population** - investments are needed in primary care, home care and telehealth
- The **MoH** regulates the import, commercialisation and use of pharmaceuticals, medical devices, special purpose foods and chemicals through sanitary registries
- The new **HTA agency** is to be in charge of the evaluation of sanitary technologies
- **Live opportunities:**
  - Innovative pharmaceuticals
  - Cardiology devices (implants, pacemakers, prosthesis)
  - Oncology devices
  - Genomics
  - Electro diagnostic and scintigraphy devices
  - Orthopaedic items
  - Branded or high R&D content manufactures
  - Telemedicine



# Colombia

- **Colombia is the leading country in Latin America in imports of medication and treatments**, and is also the 3<sup>rd</sup> medical tourism destination of the region.
- 65% of pharmaceuticals imported in 2020
- **Biggest demands in the country** are for Medical devices (39.7%), Medical equipment (33%), and Diagnostic reagents (24.6%).
- 26% growth in imports of medical devices in 2021
- **INVIMA** regulates the import, commercialization and use of custom made and standard pharmaceuticals, medical devices, foods, drinks and chemicals through sanitary registries
- **Live opportunities for:**
  - Orthopaedic prosthesis
  - Diagnostic equipment
  - Telemedicine
  - Healthcare infrastructure: several PPAs have been proposed to strengthen the country's infrastructure in rural areas
  - Fill and finish vaccine infrastructure
- The **new government priorities** include: -
  - Primary healthcare
  - Telemedicine and innovation
  - Hospital/Clinics infrastructure
  - Interoperability of the system (data, clinical history, orders, patient information, etc.)



# Brazil

- **Largest healthcare market in Latin America** - £212 billion by 2023
- 214 million people – aging population 36% by 2050
- 10% of GDP in healthcare spending - universal public health system
- Main sectors are:
  - **Pharma** - US\$21 billion in sales in 2020 and 30% of imports
  - **Medical devices** - US\$5 billion in 2019 and 50% of imports
- **ANVISA** is the regulatory body for drugs, health products and medical devices in Brazil. To export, companies need to register their product and only companies established in the country can apply.
- **Live opportunities for:**
  - Primary care
  - Pharmaceuticals
  - Medical devices
  - Diagnostics
  - Digital health
  - Vaccines
  - Genomics
- **The new government priorities include:**
  - Strengthening of SUS
  - National Immunisation Programme
  - Telemedicine
  - Women's health
  - CNDC



# Peru

- **Fastest-growing economy in the region, for the last decade.**

- Around £4.7 billion were allocated by the government for healthcare budget in 2022.

- Private investment in the health sector has recently peaked, reaching around £283 million.

- Population of 32 million people, located in 24 regions. Aging population of around 3 million people.

- Market for pharmaceutical products was valued at approximately £1.63 billion in 2019. The sector has a growing rate of 8% and it's expected to be valued at 3.4 billion in 2030.

- **DIGEMID** is the Peruvian regulatory agency for pharmaceuticals and medical devices, working under the Ministry of Health. Companies need to complete DIGEMID's registration process in order to access the market.

- **Live opportunities for:**

- Medical equipment (national scale infrastructure projects).
- Digital Health & Telemedicine (Current government priority).
- Pharmaceuticals.

- **Upcoming events:**

- Business roundtable with Lima's Chamber of Commerce - Healthcare Business Association (COMSALUD).
- TECNOSALUD.



# English Speaking Caribbean

- The Caribbean relies heavily on importation to meet local demand.
- The main opportunities are in pharmaceuticals, non-pharm, digital health, medical devices and construction of hospitals.
- Over **£1 billion** in public sector opportunities.
- Aid Funded opportunities are available in the region from the World Bank, IDB, CDB, USAID etc.
- Each country is different and has their own rules and regulatory agencies.
  - There are no laws regulating medical devices in T&T, Guyana and Barbados.
  - Pharmaceutical products must be registered in all countries except Barbados.
- Live opportunities:
  - Health Information Systems
  - Therapeutic equipment
  - Digital Health and Telemedicine
  - Various medical devices
  - Pharmaceuticals inclusive of generics
  - Hospital construction
- Regional Priorities: Environmental Health, Strengthening Health Systems, Chronic Non-communicable Diseases, Mental Health including Substance Abuse, Family Health, Prevention and Control of Communicable Diseases, Food and Nutrition, Human Resource Development.



# Ecuador

- £ 91.8 billion GDP and 17.5 million people.
  - Pharmaceutical market of £ 1.7 billion, expected to grow 6% on 2022.
    - 91.6% private.
    - 8.4% public.
  - Import focused market as 81% of drugs are imported and local industry only produces generics.
  - UK exports in the sector amounted 10 million in 2021.
  - ARCSA is the regulatory agency in the country. They are part of the Ministry of Health and are in charge of the regulation, control and sanitary surveillance of all medicines and medical devices manufactured locally or overseas, for their import, export, commercialisation, distribution and sale.
- Live opportunities:
    - Innovative drugs (orphan drugs, oncology, biotech, vaccines); active pharma ingredients
    - Health Information Systems
    - Digital Health
    - Post Covid recovery
    - Therapeutic equipment
    - Various medical and laboratory devices
    - Hospital construction
  - Live Projects
    - Government's drug externalisation plan.
      - Management systems and expertise.
    - 3 new hospitals are being built.
    - 40 dialysis centres.





# Mexico

- 15th Largest economy according to the IMF, and with a population of 130 million people
- Biggest opportunities in the country are
  - Medical devices: a total of 6,900 MUSD in imports, with a growth of 27% in the last year.
  - Pharmaceutical Products: a total of 4,649 MUSD in imports, with a growth of 10% in the last year.
- COFEPRIS is the regulatory agency in the country, regulating health facilities, sanitary control of advertising activities, and monitoring the manufacturing, commercialization, import, or export of health products, foods, drinks and chemicals among other aspects.
- Live opportunities for:
  - Pharmaceuticals
  - Medical devices
  - Diagnostic equipment
  - Digital health
  - Health informatics
  - Genomics
- The new government priorities include:
  - Primary healthcare
  - Digital health
  - Education & Training
  - Improving quality health care



# Argentina

- The Argentine healthcare system offers three distinct markets: A- the public health sector; B- the social security sector and C- the private healthcare sector.
- Argentina is the 3rd largest pharma market in LATAM and the sector is the 3rd industrial sector in the country. Drugs imports in 2020: USD 2,100 M
- Argentina is also one of the leading markets in LATAM for medical devices. Med-tech imports in 2020: USD 839 M
- ANMAT (National Agency for Medicines, Food & Medical Devices) is the Argentine regulatory agency for the manufacture, marketing, distribution and import of pharmaceutical products, cosmetics, food and medical technology.
- Live opportunities:
  - Innovative drugs (orphan drugs, oncology, biotech, vaccines); active pharma ingredients
  - Pharma lab producing machinery
  - Diagnostic Imaging
  - Patients Aids
  - Orthopaedics
  - Dental and sophisticated ophthalmological technology
  - Consumables
  - R&D



# Panama

- The healthcare sector is composed of the public sector (Ministry of Health- “MINSA” and the Social Security Fund “CSS”), and the private sector.
- Panama designates 7.6% of its GDP to public health expenditure (2019, PAHO). The healthcare market is valued at 4.8 billion in 2019 (FEDEFARMA). According to Contraloría (2022), 12.9% of Panama’s population uses private sector healthcare centers, but only 9% of them own private health insurance.
- The Directorate of Pharmacies and Drugs of the Ministry of Health is the regulatory entity to ensure that Medicines and other Products for Human Health comply with the quality standards established in current national and international health standards and regulations.

- **Live opportunities for:**
  - Liquid oxygen
  - Liquid nitrogen
  - Solutions for hemodialysis.
  - Medical supplies (surgical and non-surgical).
  - Laboratory materials.
  - Medical equipments.
  - Reagents for pregnancy tests, dengue, VDRL, RPR, syphilis.
  - RX equipment maintenance.
  - Medicines.

# COMMERCIAL CONNECTIONS



## Engagement

UK companies engage with local DIT teams. The more information is provided, the easier the process will be.



## Mapping

Local DIT teams will map areas of interest – in which area does the company operate?  
What type of collaboration does the company intend to establish?



## Prospection

Local DIT teams experts will identify opportunities and make the right connections.

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# Thank you!



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