

Project Presentation

Subject	Medical Equipment Leasing	CASE# : WML01
Short description	Business development in China for Medical Equipment Manufacturers. Linking the leasing company with suppliers.	
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Related documentation	N/A	
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1. PROJECT PROFILE

- Our client is a Medical Equipment Leasing Company, registered in Tianjin’s FTZ, authorized by MOFCOM in March 2012.
- The many hospitals in China, old and new ones, are in need of modern equipment, but often lack the experience as well as in buying high tech equipment, as in dealing with the long term financing and more specifically “leasing” (which is a rather new concept in China).
 With more than 20 years of experience in medical device leasing as well as operating business; combined with a very close relationship with management departments of many hospitals, our client has gained the trust from its network to supply mainly high cost medical equipment.
 The network reaches out to over 100 local and central hospitals, civil as well as military with grade above 2.
- The client already cooperates with over 10 famous medical device manufacturers in- and outside of China; including for ex: GE, Phillips, Siemens and Toshiba. Being very familiar with these suppliers their distribution network gives our client a powerful tool to develop the Chinese market. For ex. one has over 40 distributors in China with on average 10 sales people, which makes a reach of 400 people doing the sales for China. The medical devices of the above producer include: treatment devices, operation equipment, consumptive material, etc...
- Through the years, the client has also built up an impeccable relation with several major banks; that allows them to provide low-cost financial support. They are very familiar with all the procedures of sales of medical devices, including tenders. They know very well the regulations and laws followed by the management and authorities.

2. BUSINESS OPPORTUNITY

- The client is looking to establish new cooperations with medical devices manufacturers.
- We, KNG Asia, are here the help connect the right people, guarantee a smooth communication and negotiation.