



**Romania**

## **Importer-distributors of Orthopaedic Implants and Medical Devices**

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A FRD Center analysis





## Introduction



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This presentation is produced by **FRD Center** – [www.frdcenter.ro](http://www.frdcenter.ro) - one of the pioneer privately owned independent market entry consulting and M&A advisory firms in Romania.

Since 2000, FRD Center offers tailor-made market research and intelligence, B2B matchmaking and M&A consulting services to foreign organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, or to source in CE, SE and Eastern Europe.

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As part of the CSR activity, FRD Center endorses the  
**Sibiu International Theatre Festival SibFest FITS** - [www.sibfest.ro](http://www.sibfest.ro)

The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it has become the most important performing arts festival in Europe, judging by its ampleness, dimension, and quality of events, before Edinburgh International Festival (Great Britain) and Avignon Festival (France)



## Why Romania?

Romania is the most dynamic large market in Europe, a strong democracy, a NATO and EU member. After a GDP growth of 4.8% in 2016, in Q1 and Q2 2017 Romania registered the highest GDP growth rate in the EU: 5.7%.

With unemployment average of 5.5%, the purchasing power of the Romanian population increased with 12% in 2016 and the consumption with 9%.



Additional to the local consumption growth and increasing purchasing power, **Romania's strategic advantage is its position as a GATEWAY to the EU**, on one hand, and to large markets such as Russia, Turkey, Ukraine, Kazakhstan that are not part of the EU.

FRD Center has direct contact with relevant local players in the medical devices and health equipment sector, both importer-distributors and direct buyers.



## Medical Devices Market in Romania



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The Romanian Medical Equipment market, currently estimated at some EUR 500 million, is 90% generated by imports and offers opportunities for foreign manufacturers to export to Romania.

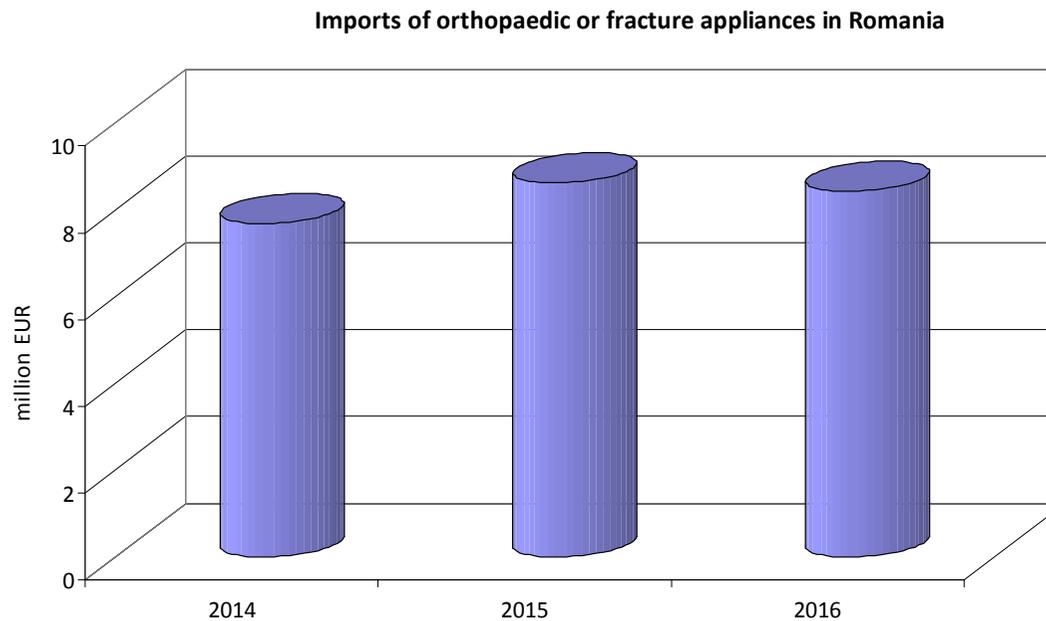
In the next 3-5 years, it is expected to grow by approx 5% y-o-y, mainly due to Romania's economic growth and increasing health expenditure both by the Government and private consumers.

There are approximately 300 medical device distributors and commercial representatives in Romania. FRD Center has extensive specialised database of relevant contacts in the medical devices and health equipment sector, of both importer-distributors and direct buyers.

On behalf of our Clients - the foreign manufacturers interested to penetrate the local market - we contact the relevant key decision makers and buyers with product introduction and B2B matchmaking services.

## Orthopaedic Implants and Medical Devices Market in Romania

Orthopedic Implants used in Romania are imported. The orthopaedic or fracture appliances imports in Romania (TARIC 902110) registered in 2015 an increase of 12.2% compared to 2014. In 2016, they reached EUR 8.4m.



Source: Comtrade, FRD Center

## Importer-distributors of Orthopedic Implants and Medical Devices in Romania examples:

Company	Contact details
Medical Technologies International	Bucharest <a href="http://www.mt-intl.ro">www.mt-intl.ro</a>
Silva Trading	Bucharest
Medical Ortovit	Bucharest <a href="http://www.ortovit.eu">www.ortovit.eu</a>
Biotechnic Romania	Bucharest <a href="http://www.biotechnic.ro">www.biotechnic.ro</a>
Valdomedica Trading	Bucharest <a href="http://www.valdomedica.ro">www.valdomedica.ro</a>
Ronda Medical	Cluj-Napoca <a href="http://www.rondamedical.ro">www.rondamedical.ro</a>
Lamar Prexim	Bucharest

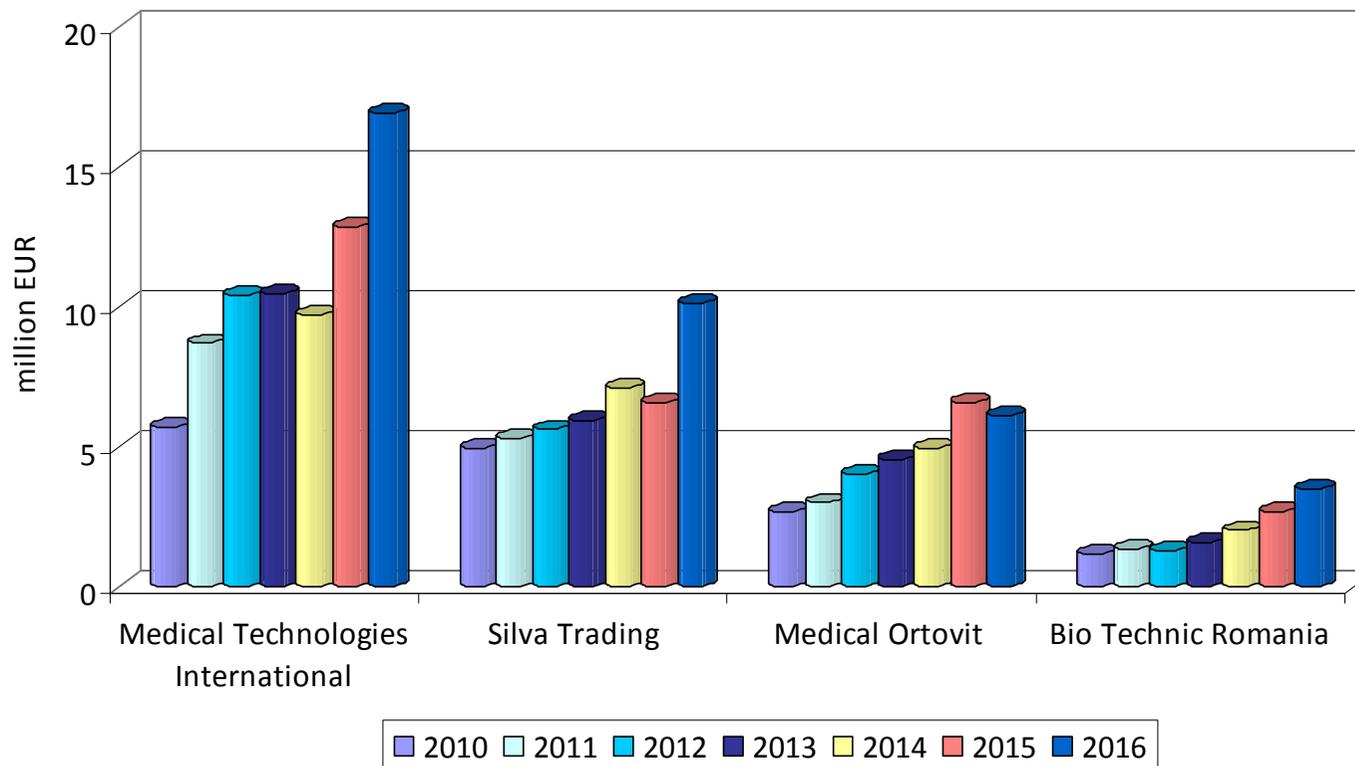
Source: FRD Center



## Importer-distributors of Orthopedic Implants and Medical Devices in Romania examples:



Net turnover dynamics of orthopaedics importers in Romania



Source: Finance Ministry, FRD Center



## Medical Technologies International SRL

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**Medical Technologies International SRL** was founded in 2005 and became the market leader in the field of medical orthopaedic equipment, designed for total and revision arthroplasty procedures. Medical Technologies International also imports and distributes a wide range of medical devices, including vascular laser and cardiovascular surgery devices.



The company is also a major player in the category of products for arthroscopy, sports medicine and equipment dedicated to the operating room and medical offices.

The company has partnerships with over 30 leading global manufacturers, including Zimmer – leader in the field of orthopedic implants, Leica Microsystems, Wright Medical, SRA Developments, Moor Instruments, KCI an Acelity Company, DJO Global, Anika Therapeutics.

In 2016, Medical Technologies International SRL registered a turnover of almost EUR 17m, which according to the FRD Center analysis is 31.7% higher than in 2015.



## Medical Ortovit



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Founded in 1997 by two orthopaedic surgeons, MEDICAL ORTOVIT is currently a leading provider of orthopaedic implants and other high-tech treatments in Romania. They import and distribute osteosynthesis devices, rods, tiles, articular prosthesis, arthroscopic equipment and devices etc.

Their international suppliers include Smith & Nephew, Fournitures Hospitalieres, Groupe Lepine, Geistlich Surgery, Reda, Kinetec, Amedrix, Medline, ChM etc.

With the contribution of a team of 50 employees, Medical Ortovit can provide advanced therapeutic solutions for orthopedic patients and for a wider range of other pathologies.

In 2016, Medical Ortovit registered a turnover of EUR 6.1m, which according to the FRD Center analysis is 6.9% lower than in 2015.



## Silva Trading

Set up in 1992, SILVA TRADING entered the field of high-tech medical products in 1997 with the import and distribution of interventional cardiology products. In 1998, Silva Trading became exclusive distributor in Romania of MEDTRONIC.

In respect to orthopaedic implants, the company imports and distributes:

- implants for spinal fractures
- implants for spine tumours
- cervical, lumbar disc prostheses, cervical disc replacement
- vertebral body replacements
- spine fixation systems through laparoscopy, endoscopy
- bone replacement

In 2016, Silva Trading registered a turnover of EUR 10.1m, which according to the FRD Center analysis is 53.9% higher than in 2015.



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SILVA TRADING



## Biotechnic Romania



Founded in 1997, BIOTECHNIC is a Romanian medical device importer-distributor, specialized in joint replacement products.

The Company imports and distributes medical devices in Romania, especially hip and knee prostheses, colonic surgery systems and orthopaedic implants, including bone tumour reconstruction prostheses.

One of their international partners is Waldemar Link from which they import and distribute the Megasystem-C system. Other partners are C2F Implants and Biotechni (France),

In 2016, Biotechnic registered a turnover of EUR 3.5m, which according to the FRD Center analysis is 31% higher than in 2015.

## B2B in the Orthopaedic Implants and Medical Devices market in Romania

The logo for FRD center, featuring the text "FRD" in a large, bold, black font above the word "center" in a smaller, black font. To the right of the text is a stylized yellow graphic consisting of several curved lines that sweep upwards and to the right, resembling a swoosh or a partial arc.

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FRD Center is constantly monitoring the development of the imports of Orthopaedic Implants and Medical Devices in Romania, facilitating access of potential foreign exporters and strategic investors to the local companies' decision makers.

FRD Center assists international companies with overseas expansion and market entry to the Emerging Markets in Eastern Europe, CE and SE Europe.

Are you a foreign Orthopedic Implants and Medical Devices manufacturer looking to export to the Emerging Markets in Europe?

Perhaps we can collaborate.

As one of the pioneer privately owned market entry advisory firms in Romania, operating for over 15 years in this market, FRD Center has high competencies in market entry advisory and is quite well placed to assist foreign exporters with B2B matchmaking and product introduction to buyers in Romania and the region.



**For tailored market research, B2B matchmaking with local players in the sector, deal origination and M&A assistance feel free to contact**

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