



**Romania**

## **Health Equipment and Medical Devices Market**

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A FRD Center analysis

2019





## 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 acquire a local company, to relocate their operations, to finds new suppliers or to source in CE, SE and Eastern Europe.

***Our services include:***

***-market research, investment opportunities assessment, sector studies, market briefs***

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***-B2B matchmaking: <http://www.frdcenter.ro/b2b-business-matchmaking>***

***- product presentation and assessment of interest from clients / partners***

***-M&A assistance: <http://www.frdcenter.ro/services/ma-advisory>***

***- identification of market opportunities: exports, sourcing, B2B sales etc.***

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

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



## Romania - Snapshot of the Macroeconomic Environment, 2015 - 2018

Indicator	2015	2016	2017	2018
GDP - bn RON current prices	712.6	765.1	856.7	949.6
Real GDP growth rate %	3.9	4.8	7.0	4.1
GDP per capita in PPS -Purchasing Power Standards - EU28 = 100	56	59	63	n/a
Population - million	19.861	19.760	19.638	19.524
Unemployment rate %	6.8	5.9	4.9	4.2
FDI - bn EUR	3.035	4.517	4.586	4.936
HICP - inflation rate %	-0.4	-1.1	1.1	4.1
General government gross debt, % of GDP	37.8	37.3	35.1	n/a
Net external debt, % of GDP	27.2	21.7	20.9	n/a

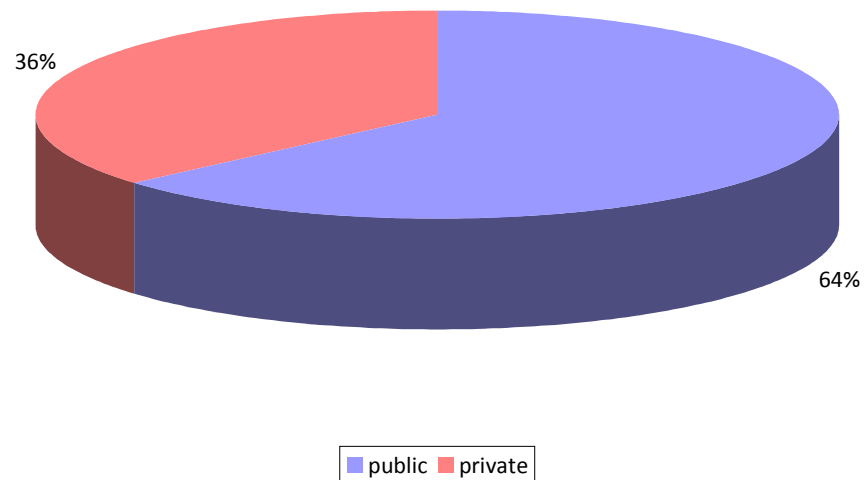
*Sources: Eurostat, National Institute of Statistics, National Bank of Romania, National Commission for Prognosis, FRD Center*



# Healthcare Market in Romania

According to the FRD Center research based on data from the National Institute of Statistics, in Romania there were 576 hospitals in 2017, out of which 367 public hospitals (64%) and 209 private hospitals (36%). The number of the private hospitals in Romania has increased by 4% in 2017 compared to 2016.

Hospitals in Romania in 2017, by type of ownership



Source: FRD Center, National Institute of Statistics

# Healthcare Market in Romania

No of medical units in Romania	2015	2016	2017
Hospitals, out of which:	554	567	576
- public	367	366	367
- private	187	201	209
Speciality medical centres, out of which:	626	667	692
- public	36	40	38
- private	590	627	654

Source: FRD Center, National Institute of Statistics

## Public Healthcare in Romania

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The **County Emergency Hospital in Targu Mures**, Centre Romania has inaugurated in June 2019 the first stroke centre in Romania for patients with cerebrovascular accidents. The centre has been launched in partnership with Medtronic.

The Romanian government has approved in May 2019 the technical and economic indicators for the **construction of the regional hospital in Iasi, NE Romania**. The project will require an investment of 500 mEUR, out of which 150 mEUR will come from the government. The hospital will cover approximately 150,000 sqm, will have 850 beds, 19 operating rooms and a heliport. It will operate as a high-level emergency hospital and will use advanced medical technology.



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## Public Healthcare in Romania – cont.

The Ministry of Health allocated in May 2019 funds of over 2.5 mEUR for **public hospitals in Dambovita county**, S Romania, out of which over 1.5 mEUR in the Targoviste County Emergency Hospital for the acquisition of CT and digital radiography devices and repair works.



The County **Emergency Hospital “Dr. Constantin Opris” in Baia Mare**, Maramures county, NW Romania has put into operation a new national radiotherapy centre with 10 beds in April 2019. The building has been built with the Hospital’s own funds while the equipment has been acquired by the Ministry of Health within a project with the World Bank.

## Public Healthcare in Romania – cont.

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The Romanian Government has approved in March 2019 investments of approximately 15 mEUR for the 11 surgery rooms making up the central operating block of the **University Hospital in Bucharest**. The investments target the purchase of modern medical equipment needed to create a unitary, integrated and efficient structure.

The Ministry of Health has announced in April 2019 investments of approximately 5.4 mEUR in the **Bistrita Nasaud County Emergency Hospital**, NW Romania. The investments target the rehabilitation and extension of the anesthesia and intensive care section and the Blood Transfusion Center and for the acquisition of medical equipment.





## Medical Devices Market in Romania



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The **Romanian Medical Equipment market**, currently estimated at over 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.

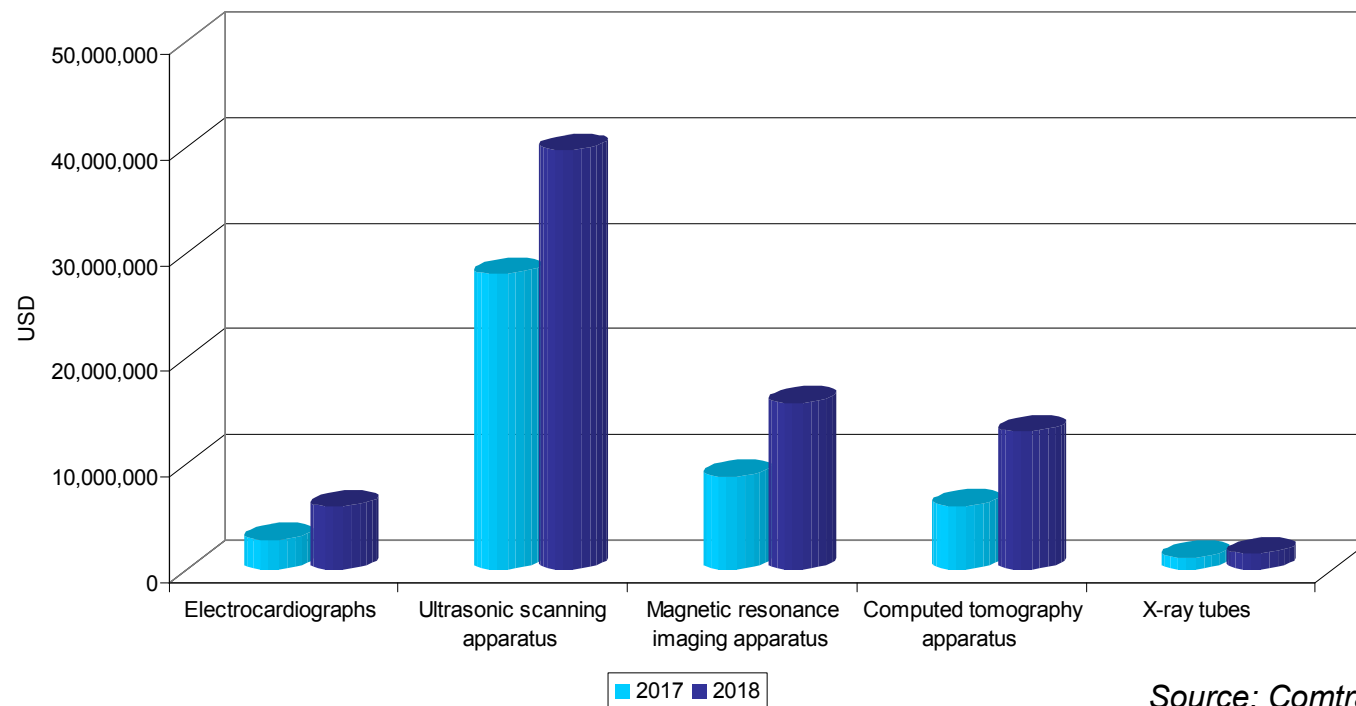
There are approximately 300 medical device and health equipment distributors and commercial representatives in Romania. FRD Center has extensive specialised database of relevant contacts in the medical devices and health equipment sector, of both importer-distributors and direct buyers.

***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.***

# Medical Devices Market in Romania

According to the FRD Center analysis based on official statistics, the Romanian imports of health equipment and apparatus has registered in 2018 compared to 2017 significant increases of between 25 – 117%

Imports of medical devices in Romania



Source: Comtrade, FRD Center

## Importer-distributors of Health Equipment in Romania: Hellimed

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Established in 1993, **Hellimed** is a distributor of GE Healthcare Cardiac Care and Neonatal apparatus. It also imports and distributes a wide range of medical equipment, such as surgery, intensive care, cardiology, dermatology, gynaecology, neonatology, neurology, otolaryngology equipment.

Some examples of brands distributed by Hellimed are: Biosense Webster - Johnson & Johnson, GE Healthcare, Smith & Nephew, Steris, Happersberger OTOPRONT GmbH, Deymed Diagnostic s.r.o., Schultze & Bohm GmbH

The company has over 500 clients: public hospitals, private hospitals, private clinics, family doctors etc.

**Hellimed** has reached a net turnover of 5 mEUR in 2018, which according to the FRD Center analysis is up by 15% compared to 2017. It has around 30 employees.

**Main contact persons include:** Doina Ionascu, General Manager; Denisa Rachieru, Product Manager and Theodor Diaconu, Sales Manager

*Source: FRD Center, the Company*



## Health Equipment Market in Romania - Electrocardiographs

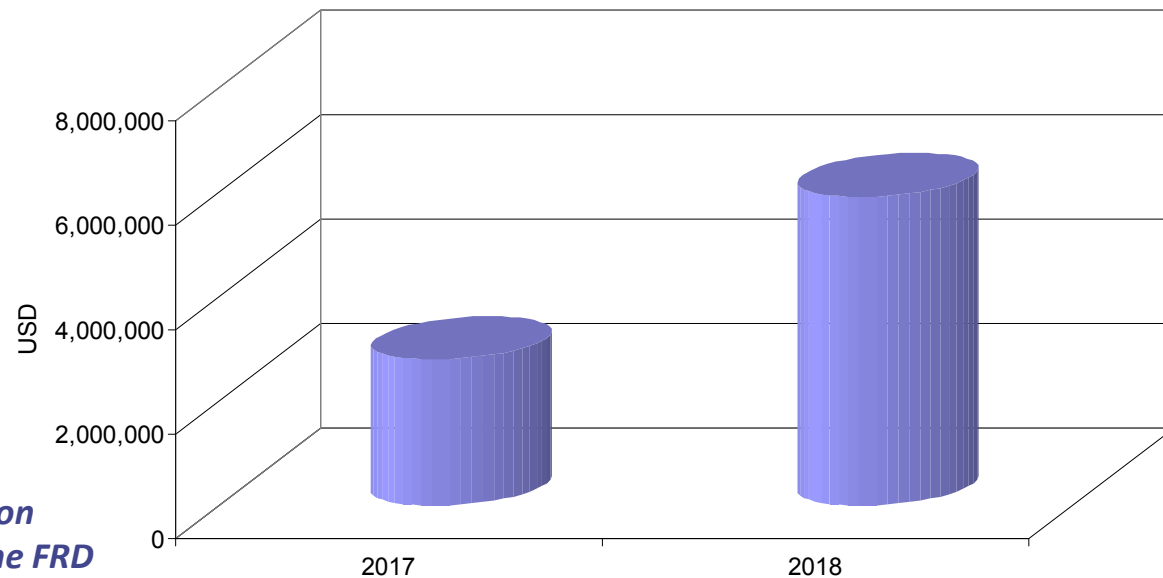
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The Electrocardiographs used in the Romanian healthcare system are imported. Their imports in Romania (TARIC 901811) registered in 2018 a value of over 5.9 mUSD which, according to the FRD Center analysis, represents an increase of 112% compared to 2017.

According to the FRD Center research, some of the main electrocardiographs importers in Romania are Gadagroup Romania, Medist, Danson, Promed Solution MD, Procardia etc.

***For direct contact with relevant Decision Makers in these companies, contact the FRD Center team at [europa@frdcenter.ro](mailto:europa@frdcenter.ro).***

Imports of electrocardiographs in Romania



Source: Comtrade, FRD Center

## Importer-distributors of Health Equipment in Romania: Sof Medica Romania



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Established in 1994, **SofMedica** imports and distributes a wide range of medical equipment: surgical care, robotic surgery, vascular care, cardiac care, intensive care, endoscopy devices etc.

**SofMedica** has supplied medical devices to various hospitals in Romania, such as: Nephrology Clinical Hospital “Dr. Carol Davila” in Bucharest, Municipal Clinical Hospital in Cluj Napoca, Emergency Clinical Hospital for Children “Sf. Maria” in Iasi, County Emergency Hospital in Ramnicu Valcea, County Clinical Hospital in Targu Mures etc.

**SofMedica** Romania has reached a net turnover of 22.4 mEUR in 2018, which according to the FRD Center analysis, is up by 19% compared to 2017. The company has over 50 employees.

**Main contact persons include:** Harris Palaondas, Managing Director, Ionut Andrei, Sales & Marketing Manager and Cornel Dughila, Clinical Sales Endoscopy.

*Source: FRD Center, the Company*

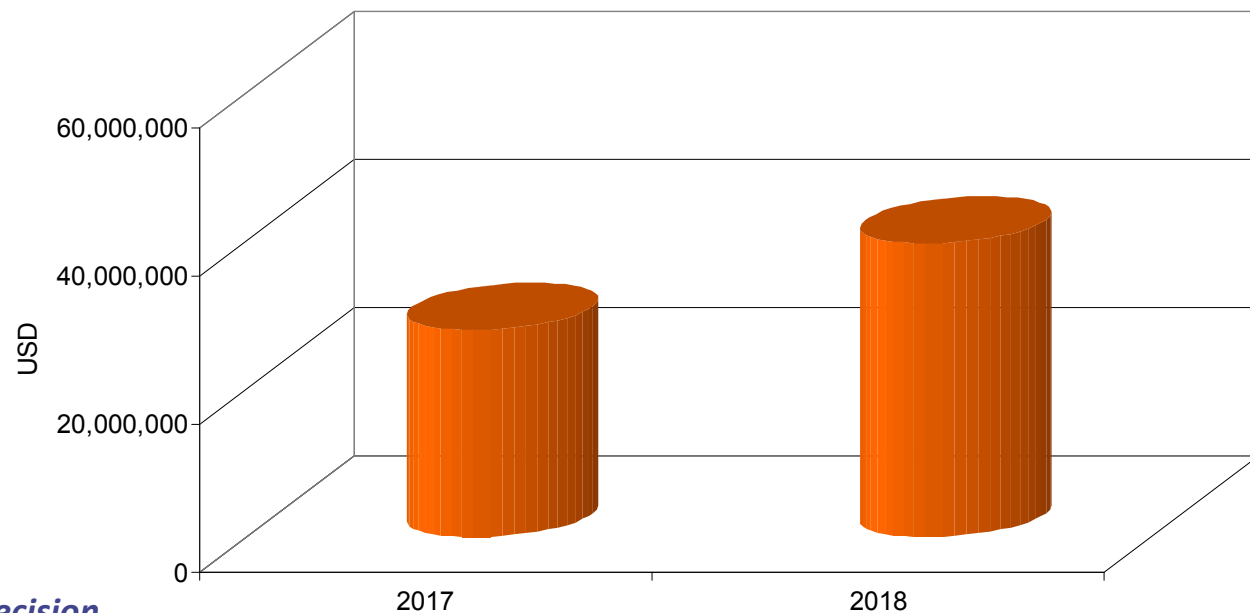


## Health Equipment Market in Romania - Ultrasonic scanning apparatus

In the Romanian healthcare system, the ultrasonic scanning apparatus used are imported. Their imports in Romania (TARIC 901812) registered in 2018 a value of over 39.7 mUSD which, according to the FRD Center analysis, represents an increase of 42% compared to 2017.

Some of the main importers in Romania of ultrasonic scanning apparatus are, according to the FRD Center research, Rombiomedica, Medist, DTL Gadagroup Romania, Medical, Latodis Com etc.

Imports of ultrasonic scanning apparatus in Romania



***For direct contact with relevant Decision Makers in these companies, contact the FRD Center team at [europa@frdcenter.ro](mailto:europa@frdcenter.ro).***

Source: Comtrade, FRD Center



## Importer-distributors of Health Equipment in Romania: Medical Technologies International



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Set up in 2005, **Medical Technologies International** is specialised in the import and distribution of medical devices. Its range of products includes: surgery, intensive care, cardiology, neurology, dermatology, otolaryngology, obstetrics gynaecology, ophthalmology, oncology, orthopaedics, radiology, urology, internal medicine devices etc.

The company collaborates with over 30 producers of medical devices. Some examples of brands in its portfolio are: Leica Microsystems, Moor Instruments, Zimmer, DJO Global, Anika Therapeutics etc.

The firm has national coverage.

**Medical Technologies International** has registered a net turnover of 20 mEUR in 2018, which according to the FRD Center analysis is up by 45% compared to 2017. The company has approximately 70 employees.

***For direct contact with relevant Decision Makers in the company, contact the FRD Center team at [europa@frdcenter.ro](mailto:europa@frdcenter.ro).***

Source: FRD Center, the Company

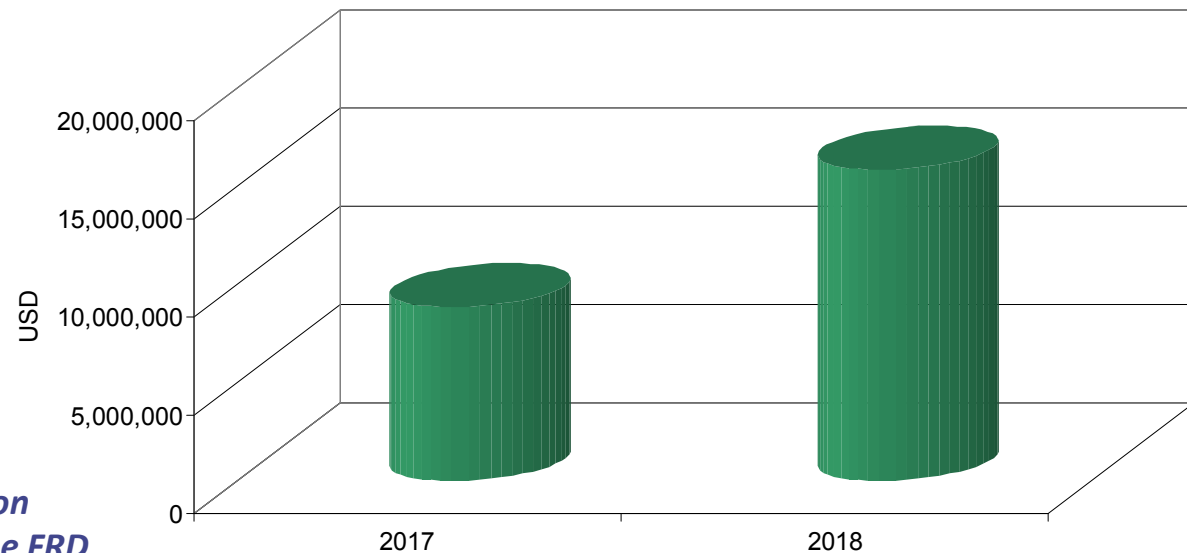
## Health Equipment Market in Romania - Magnetic resonance imaging apparatus

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The magnetic resonance imaging apparatus used in the Romanian healthcare system are imported. In 2018, the value of their imports in Romania (TARIC 901813) registered a value of over 15.8 mUSD which, according to the FRD Center analysis, represents an increase of 80% compared to 2017.

Imports of magnetic resonance imaging apparatus in Romania

According to the FRD Center research, some significant importers of magnetic resonance imaging apparatus in Romania are Siemens, Rombiomedica, DTL Medicalare etc.



Source: Comtrade, FRD Center

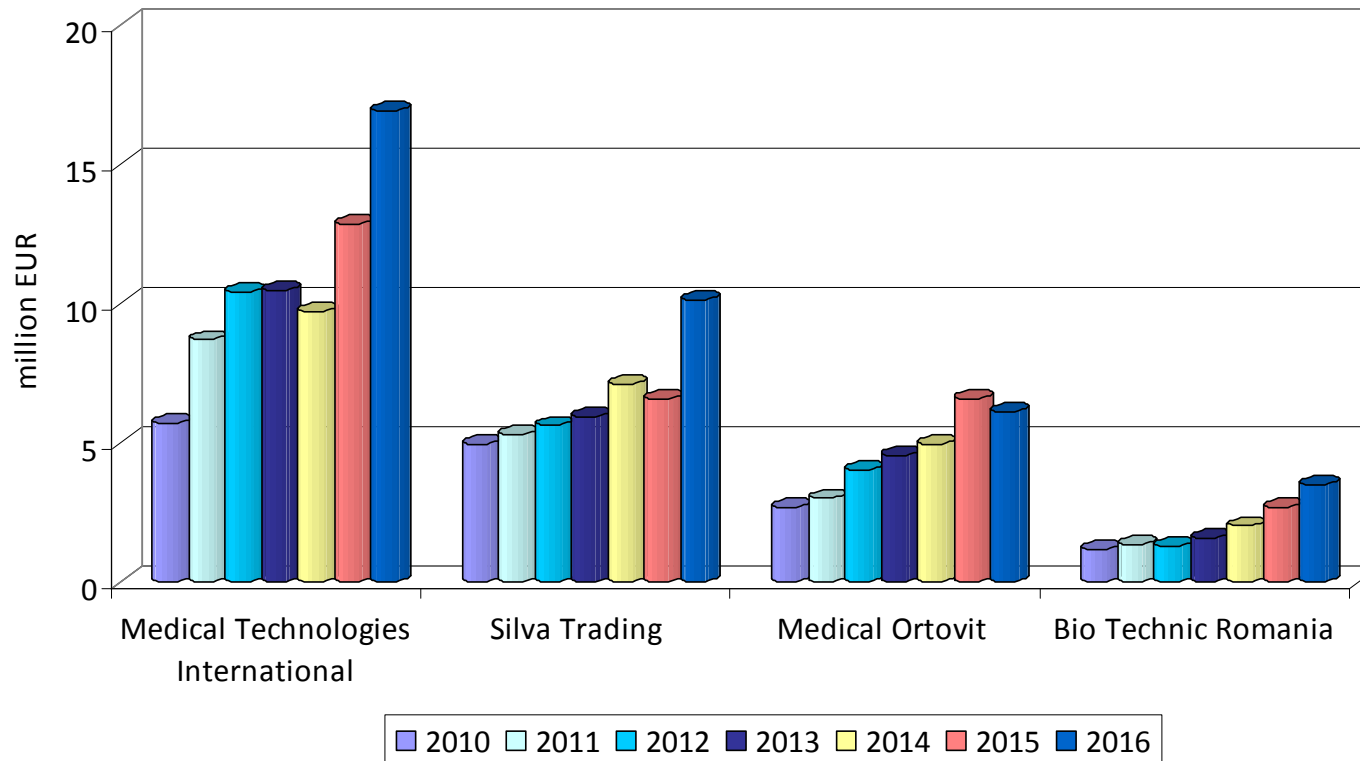
***For direct contact with relevant Decision Makers in these companies, contact the FRD Center team at [europa@frdcenter.ro](mailto:europa@frdcenter.ro).***



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



Net turnover dynamics of orthopaedics importers in Romania



Source: Finance Ministry, FRD Center

## B2B in the Health Equipment and Medical Devices market in Romania

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FRD Center is constantly monitoring the development of the imports of Health Equipment 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 Health Equipment and Medical Devices manufacturer looking to export to the Emerging Markets in Europe?

Perhaps we can collaborate. ***We can facilitate your direct access to Decision Makers in relevant local companies, hospitals, private clinics.*** More details at <http://www.frdcenter.ro/services/market-entry-and-b2b-matchmaking-in-eastern-europe/>

***As one of the pioneer privately owned market entry advisory firms in Romania, operating for 20 years, 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.***

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## B2B in the Health Equipment and Medical Devices market in Romania - cont

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## B2B in the Health Equipment and Medical Devices market in Romania - cont

Are you a foreign Health Equipment and Medical Devices manufacturer looking to export to the Emerging Markets in Europe? Which of these specialised importer-distributors are more relevant to you?

- Set up in 1994, **Medfarm Trading** is specialised in the import and distribution of medical devices. Its portfolio includes: surgery, intensive care, endoscopy, laboratory, diagnostic, physiotherapy devices etc. manufactured by: CA-MI, Edan Instruments, Chison Medical Imaging, Metsis Medical, Contec Medical Systems, Biochemical Systems International etc.
- **Promed Solution MD** imports and distributes medical devices. Its range of products includes: ultrasound and Doppler devices, analyzers, spirometers, defibrillators, stethoscopes etc. Some examples of brands in its portfolio are: Zoncare, B.Well, Contec Medical, Acon Labs, General Life Biotechnology, Gima, Bisen, Biolight, Konsung etc.
- Founded in 1994, **Grazy Price Medical Import Export** imports and distributes surgery, intensive care medical devices, instruments and consumables made by Smiths Medical, Aries, IHT, Intra etc.

## Private Healthcare Market in Romania – Market expansion and M&A

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The Romanian Private Healthcare Market presents numerous opportunities for M&A and investment from foreign groups and investment funds.

In the last ten years numerous acquisitions, including cross-border, have been taking place in the Romanian Private medical sector.

For a few details consult the FRD Center analyses at <http://www.frdcenter.ro/assets/FRD-Center-Romania-Healthcare-analysis.pdf> and at <http://www.frdcenter.ro/assets/Romanian-Market-of-Private-Medical-Services-2009.pdf>

*To foreign companies interested in expanding to Romania and the region, FRD Center provides market intelligence and M&A advisory services. More details at <http://www.frdcenter.ro/services/ma-advisory>*



## Private Healthcare Market in Romania – Market expansion and M&A examples



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The operator of fertility services **FutureLife**, owned by **Hartenberg Holding**, has acquired in June 2019 the majority stake at Gynera Medical Center, a Romanian clinic operating in reproductive medicine. Gynera has been established in 2007 and has recorded a turnover of 2.5 mEUR in 2018.

**MedLife**, the leader of the private medical services market in Romania, has acquired 65% of the Badea Medica excellence centre in Cluj Napoca, NE Romania in May 2019. The centre provides a wide range of medical services, with focus on the abdominal pathology segment.

**Regina Maria**, the second largest provider of private medical services in Romania, has acquired Première Hospital in Timisoara in May 2019. Première Hospital is the largest multidisciplinary private hospital in Western Romania, having an integrated ambulatory, own medical analysis laboratory and an advanced medical imaging centre. The hospital covers 5,300 sqm, has 134 beds, six surgery rooms and a birth room.

Furthermore, **Regina Maria** has acquired in May 2019 the Pozimed medical imaging center in Constanta, SE Romania. Pozimed has two imaging centres, a laboratory and a polyclinic.





# Market Entry with FRD Center





*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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