



Registration. Certification. Distribution.

**Some tips to succeed
in the Russian Medical Device Market**

3 Keys of Success



Russian Medical Device Market

- Population: more than 142 mln;
- GDP US \$2 trillion;
- One of the top 20 largest medical markets in the world;
- Total turnover = US \$5.6 bn.;
- Annual market growth of 13.8% in next 5 years.



Russian Medical Device Market

Up to 81% Medical devices are imported.

Largest share of import:

high-tech market segments, i.e.

- Diagnostic imaging devices;
- Nuclear medicine;
- Neurosurgery;
- Cardiosurgery;
- Telemedicine.



Russian Medical Device Market.

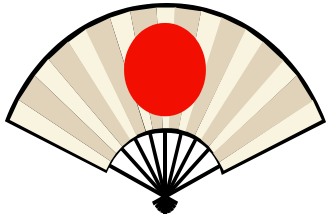
State Hospitals

- Strong in hospital infrastructure;
- Up to 90% of medical device market;
- Sales by state tenders .

Private Clinics

- Present primarily in big cities, with specialization in: dentistry, aesthetic and plastic surgery, ophthalmic surgery;
- A fast growing sector.

Russian Medical Device Market.



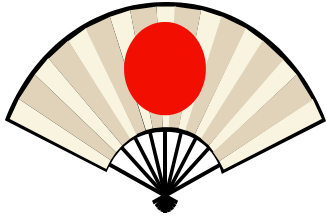
TIPS

- Investigate your market potential in Russia with the help of specialized local agency;
- Request Market and Product Profiles.

Reliable Distributor in Russia.

- Sales to State Clinics by Tenders- over 80% of the Medical Device Market;
- Distributor network;
- Work with local KOLs, Key clinics;
- Participation in local congresses and exhibitions;
- Market intelligence ;
- After sales (service, spare parts stock).

Reliable Distributor in Russia.



TIPS

- Invest your time in knowing your potential distributor better, visit local exhibition or congress;
- Trust but check > Never assume ;
- Gain some knowledge of the Russian language and culture;
- Use a specialized agency to find the reliable distributor or request a profile of the potential partner.

Registration.

Key points.

Medical devices and medical equipment can be sold in Russia only with **Registration Certificate and Certificate of Conformity(GOST).**

The registration process must be completed through **Rosdravnadzor- RZN** and is **based on the results of testing.**

Test results obtained in other countries are not accepted. **New testing within the Russian Federation is needed.**

Registration.

Key points.

Testing (toxicological, electrical safety, clinical etc), are performed by authorized institutions within Russia.

Preparation of complete and precise Dossier is the key to successful registration.

Registration.

Key points.

DURATION: 10-12 months

COST: USD 12,000- 15,000 per each
Registration Certificate

PERFORMED BY: Authorized Russian
company appointed by the Japanese supplier

Registration.

Registration On Japanese Supplier's Name

Registration On Distributor's Name

Certification.

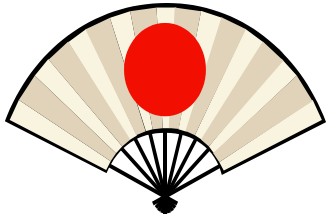
Obtaining the Certificate of Conformity.

Issued **after** receiving the Registration Certificate

Duration: not more than **7 days**

Cost: **USD150**

Registration and Certification.



TIPS

- Make sure you know the actual list of necessary documents, and your documents look as close to sample as possible;
- Find a reliable registration consultant.

STAY CONNECTED!!

FREE WEBINARS IN JAPANESE

- Russian Medical Device Market is lucrative, fast growing and extremely attractive;
- Better understanding of the Russian culture, market situation, as well as the registration procedure will help you succeed!

Bird of luck



Спасибо!

Arigato!

Thank you!

