

## INWARD DELEGATION FROM SINGAPORE FULL COMPANY PROFILES

ONE-TO-ONE MEETINGS IN YORKSHIRE, 03 MARCH 2010.

*The Village Hotel – South Leeds – M62, J28*

### 1. SingHealth Group Procurement Office (Non-Pharma)

#### **SingHealth Group Chief Procurement Officer & Chief Operating Officer, KK Women's & Children's Hospital:**

Mr Tan Jack Tian

#### **Profile:**

Singapore Health Services (SingHealth) was established in 2000 as part of the restructuring of the public healthcare clusters. As the largest healthcare group in Singapore, SingHealth offers a complete range of multi-disciplinary and integrated medical care.

The SingHealth Group Purchasing Office (GPO), purchases both pharmaceutical/non-pharmaceutical products as well as healthcare support services for 3 major hospitals and 6 national specialist medical centres in Singapore. These include the Singapore General Hospital ([www.sgh.com.sg](http://www.sgh.com.sg)), KK Women's & Children's Hospital ([www.kkh.com.sg](http://www.kkh.com.sg)); Changi General Hospital ([www.cgh.com.sg](http://www.cgh.com.sg)), the National Cancer Centre ([www.nccs.com.sg](http://www.nccs.com.sg)), the National Heart Centre ([www.nhc.com.sg](http://www.nhc.com.sg)); National Neuroscience Institute ([www.nni.com.sg](http://www.nni.com.sg)); the National Dental Centre ([www.ndc.com.sg](http://www.ndc.com.sg)); and the Singapore National Eye Centre ([www.shec.com.sg](http://www.shec.com.sg)).

#### **Mission Objectives:**

Mr Tan's focus is on non-pharmaceutical products and support services. His mission objective is a broad-based one:

- To understand and get a feel the UK healthcare supply market,
- To explore more cost-effective alternative supply sources
- New, innovative products/services suitable for use in a healthcare institution setting.

There is no one single particular range of products/services that is sought, and Mr Tan wishes to meet with companies that have

1. New innovative products that can be deployed to a healthcare institution (eg to improve operational efficiency, to improve patient safety, to enhance hospital management etc),
2. Any medical product that a company feels will have a price competitive advantage when it is finally delivered to Singapore,
3. Support services that they wish to set up and provide to healthcare institutions in Singapore.

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### **2. Alpha-Health (Asia) Pte Ltd**

**Managing Director:**

Mr Henry Tan

**Head, Marketing & Business Development:**

Mr Kenneth Yap

**Profile:**

Alpha-Health Asia was established in 2001 as a medical products distributor by Mr Tan, who has more than 25 years experience in the healthcare industry, including 18 years with Baxter Healthcare. Alpha-Health has a network of offices in the region, in Malaysia, Indonesia, Thailand, Vietnam and Hong Kong with well established local partners (some of who are ex-Baxter). It is considering further expansion to the Philippines and Vietnam with similar partnership arrangements, and also has sourcing operations in China.

While currently specialising in aesthetics and general surgery markets with leading brands from Europe, USA, Brazil, Japan and Korea, Mr Tan is now exploring products reflecting new technology and medical advancements in the areas of Oncology, General Surgery and O&G sectors to utilise Alpha-Health's well established network in the medical sector.

**Mission Objective:**

To meet manufacturers of new, innovative medical devices in the fields of:

- 1) Oncology
- 2) Obstetrics and Gynaecology
- 3) Aesthetics
- 4) General Surgery.
- 5) Interested to meet with companies involved in oncology - cervical, colon, breast, liver cancer etc, in the dosage and treatment management of oncology drugs as well as state of the art therapeutics and medical devices

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### **3. Lifeline Corporation Pte Ltd**

**Executive Director:**

Mr Michael Pang

**Profile:**

Lifeline was incorporated in 1991 and specializes in the import and marketing of healthcare products such as wheelchairs, patient aids, hospital furniture and supplies, respiratory care and emergency care products, offering a wide range of products for sale and rental. It achieved the ISO 9001 Award in 1997, and was the first medical company in Singapore to be awarded the Good Distribution Practice for Medical Devices in Singapore (GDPMDS) certification in October 2008.

Lifeline operates 3 retail showrooms in Singapore, with 5 centrally located retail showrooms and 4 offices in Malaysia, and has a total staff of 55. Majority of its products are made on OEM arrangements under the Registered Trade Mark “Lifeline” and exported to countries such as Trinidad, Hong Kong, Vietnam, Indonesia, Brunei, Malaysia and Thailand. Lifeline represents 4 UK brands in Singapore and Malaysia: Homecraft Rolyan, Nottingham Rehab, Rompa, and Speechmark.

Lifeline has a manufacturing interest in a local company which produces joystick controllers for motorized wheelchairs, including the latest Bluetooth wireless controller.

**Mission Objective:**

To increase its product lines to include innovative and high quality products at affordable prices, in the following categories:

1. Mobility equipment
2. Rehabilitation equipment
3. Wheelchairs, especially motorized or sporting chairs
4. Orthopaedic supports
5. Bath aids
6. Patient transfer system
7. Anti-decubitus products
8. New innovative medical devices

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### **4. Radiance Medical Systems**

#### **General Manager:**

Mr Steven Ho

#### **Profile:**

Radiance Medical Systems was established in 1999 and provides sales, applications, training, and servicing to hospitals and private clinics for a range of highly advanced medical equipment and disposable products from USA and Europe; particularly in the area of non-invasive and minimally invasive surgical applications.

The company is active in the following market segments: Anaesthesia, Emergency Medicine, Cardiology, O&G, Endoscopy, Diagnostic Imaging, Urology, Neurosurgery, General Surgery, Physiotherapy, Rehabilitation, and Electronic Medical Records. It holds exclusive distributorship of over 20 brands from USA, Europe, Japan and Australia, including Mediplus and Verity Medical in the UK.

Radiance Medical Systems also covers the South East Asian and South Asian markets.

#### **Mission Objective:**

To meet suppliers in the areas of:

- 1) Anaesthesia
- 2) Emergency Medicine
- 3) Cardiology
- 4) O&G
- 5) Endoscopy
- 6) Diagnostic Imaging
- 7) Urology
- 8) Neurosurgery
- 9) General Surgery
- 10) Physiotherapy & Rehabilitation
- 11) Electronic Medical Records.

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### **5. Singmed Healthcare Systems**

#### **Managing Director:**

Mr Shridhar Shetty

#### **Profile:**

Established in 1996, SingMed specialises in the marketing and distribution of specialized medical devices for hospitals, healthcare institutions and to the scientific community involved in clinical and scientific research.

It represents medical and surgical equipment and products from Europe and USA such as Microaire Surgical Instruments, Angiotech Pharmaceuticals and Acumed USA, and currently focuses on:

Plastic, Reconstructive and Aesthetic Surgery

Diagnostic and Interventional Radiology

Gastroenterology and Endoscopy

Hand, Foot, Wrist and Small Bone Surgery

Haematology

SingMed has an office in Malaysia and its distribution network covers Indonesia, the Philippines, Vietnam and Brunei through subsidiaries or distribution partners.

#### **Mission Objective:**

To meet manufacturers seeking ASEAN representation, specialising in products and services for:

- 1) Plastic, Reconstructive and Aesthetic Surgery – liposuction, fat transfer systems, etc
- 2) Stem cell applications
- 3) Wound care and wound management
- 4) Orthopaedic applications
- 5) Diagnostic and Interventional Radiology
- 6) Gastroenterology and Endoscopy
- 7) Hand, Foot, Wrist and Small Bone Surgery
- 8) Haematology

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### 6. Trident Pharm Pte Ltd

**Managing Director:**

Mr Manoj Balakrishnan

**Profile:**

Trident Pharm is a 15 year old company dealing in the manufacture, import and distribution of medical, surgical, safety and pharmaceutical products both locally and internationally. Its key clients include the Ministries of Defence, Education and Manpower, Singapore Civil Defence Force other government agencies, hospitals, nursing homes, clinics and industry. Once new products are established in Singapore, Trident will explore neighbouring markets such as Malaysia, Indonesia, Thailand, Vietnam, Korea, Brunei, Cambodia, Philippines and India.

Trident's key business focus areas are:

- 1) Emergency Medical Supplies. It also manufactures emergency field dressings, tourniquets, specialised surgical sets, splints, etc.
- 2) Rehab and Homecare such as hospital beds, wheelchairs, commodes, walking aids, trolleys and other homecare and ward related equipment and furniture
- 3) Surgical and Medical Equipment such as thermometers, sphygmomanometers, pulse oximeters, oxygen concentrators etc as well as its own range of surgical disposables.
- 4) Dental Products - its own alcohol free professional oral rinse
- 5) Sourcing and procurement of pharmaceutical and medical products to customers such as shipping conglomerates, airlines, off shore organisations.

**Mission Objective:**

To meet with manufacturers to supply on OEM basis:

- 1) Emergency Medical Supplies
- 2) Generic drugs to manufacture under its own private label. Companies must possess bioequivalence studies to support the generics produced and have a wide range of generics to offer at competitive prices.
- 3) Quality vitamin manufacturers that are able to formulate and deliver quality supplements with superior packing on an OEM basis. Initial quantities must be realistic for the Singapore market and should be competitively priced to US standards. The aim is to present quality UK products to clinicians, as prescriptions are filled within the clinics and hospitals and not at external pharmacies.
- 4) Science and medical models, mannequins, medical simulation models and software
- 5) Antibedsores products, innovative woundcare products
- 6) Sterile chlorhexidine solution in sachets (25ml)
- 7) Saline in plastic vials of 10ml and 20ml, as well as water for injection.

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### **7. Don Shudar International Pte Ltd**

#### **Managing Director:**

Mr Suhadi Sarmadi Sardi

#### **Profile:**

Don Shudar have over 30 years' experience in the import, marketing, sales, distribution and after sales support of medical and healthcare products; and scientific, laboratory, engineering and technical equipment. The medical and scientific laboratory equipment accounts for 85% of the total turnover. The medical equipment range spans over 70 product lines from the UK, USA, Germany, Switzerland, Brazil, Japan, Belgium, France and Australia, which can be broadly categorised to:

- Anaesthetic Equipment and Systems
- Surgical Instruments and Tooling, Titanium Implants, Syringe Needles & Sutures
- Bed-head Trunking, Operating Tables, Operating Theatre Lights
- Complete Physiotherapy Systems and Physiotherapy Rehabilitation Equipment
- Specialised Surgical Instruments and Orthopaedic Implants Systems
- Power Tools and Surgical Drills & Saws, Dental and General Instruments
- Laboratory and Medical Electronic Equipment
- Medical Beds including Electronic & Hydraulic System
- Other Medical Equipment and accessories

Don Shudar supply to hospitals, specialist centres and clinics in Singapore. With 10 professional and technical staff, they are able to offer a high standard of customer service and care, and fast, efficient and reliable response times. They also undertake turnkey projects and have a regional presence in Indonesia, Timor Leste and Malaysia.

#### **Mission Objective:**

In order to provide its clients with state of the art products, Don Shudar is constantly on a look-out for new product innovation and the broad categories of interest are:

1. Lab reagents
2. Medical equipment
3. Teaching Equipment and simulators for Nursing/Medical School
4. Buying houses for pharmaceuticals and medical equipment
5. Surgical dressing
6. Surgical Instruments
7. Equipment for neonates and infants

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### **8. UK Trade & Investment Singapore**

#### **Senior Trade & Investment Attache Healthcare, Biotech, Pharmaceuticals**

Ms Valsa Panicker

#### **Mission Objective:**

To meet and brief UK companies on specific opportunities in Singapore, UKTI services to help with their market entry, and upcoming events such as Medical Fair Asia, and South East Asian trade mission in September 2010.

**C Fraser**  
**International Manager**  
04.02.10