

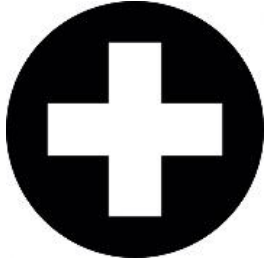
An aerial night view of a city, likely Mexico City, with numerous skyscrapers and buildings illuminated. Overlaid on the cityscape is a network of glowing white lines that connect various points across the city, suggesting a global or digital network. The lines are curved and intersect, creating a complex web of connections.

**BUSINESS
FINLAND**

**HEALTH SECTOR IN
MEXICO**

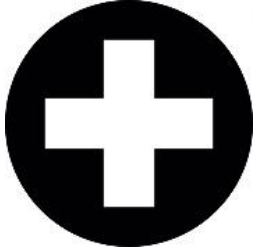
**JUAN PABLO
ROMERO**
5.2.18

BUSINESS OPPORTUNITIES IN MEXICO



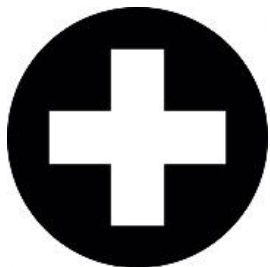
- Mexico is a huge country with a large population and many challenges and needs in the Health Sector.
- Digitalization of the Health Sector will ignite big opportunities not only for eHealth devices, also for expertise to implement projects of this type.
- Possible opportunities for devices and equipment: Anesthesia equipment; Defibrillators; Electrocardiographs; Electroencephalographs; Electro surgery equipment; Gamma ray equipment; Incubators; Surgical lasers; MRI equipment; Patient monitors; Respiratory therapy equipment; Suction pumps; Ultrasound equipment; X-ray equipment.
- Although, business in the health sector in Mexico should not only be focused in selling equipment or medical products; there are huge areas of opportunity in know how and solutions for management, improvement of efficiency, and systematization in hospitals and medical centers.

BUSINESS OPPORTUNITIES IN MEXICO



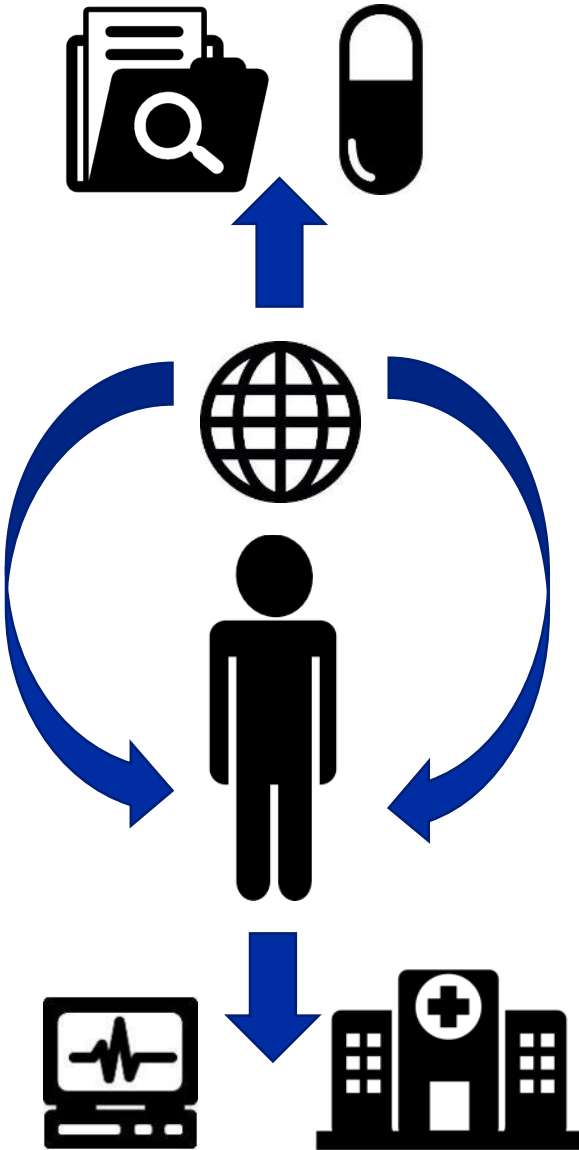
- Since the health sector is not centralized, opportunities can be pursued with the different entities and institutions.
- Each Institute and Hospital of the Federal Health Sector is a possible client, since they have different needs of products and equipment for their areas of specialization (cancerology, cardiology, nutrition etc.).
- "Seguro Popular", IMSS and ISSSTE also buy massive amounts of medical products and equipment, so potential for business is very high.
- States have their own budget and local ministries of Health, which makes business opportunities possible too.
- Mexico City is the main financial center of the country so many headquarters of the health sector companies are located here.
- Although, States like Morelos, Nuevo León, Querétaro, Jalisco and Guanajuato are considered medical clusters for manufacturing products.

BUSINESS OPPORTUNITIES IN MEXICO



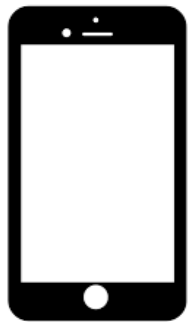
- Mexico has big chains of private and highly specialized hospitals than can be possible clients:
 - ❑ Examples: Grupo Empresarial Angeles, Star Medica, Hospital San Jose, Centro Medico ABC, Hospital Español, Medica Sur, etc.
- These are strong chains of private hospitals. All are located in Mexico City, but most of them have networks of medical center in other States of the Mexican Republic. For example, Grupo Empresarial Angeles has hospitals in 14 different cities.
- Partnerships with experts in doing business inside the health sector, is strongly recommended.
- In Business Finland Mexico we have contacts with consultants and possible distributors. Of course, in this case, references and success cases are very important.
- In many cases former officials of the government, or people with experience working at a private company of the health sector, are involved in this type of consulting agencies.

BUSINESS LEAD: HEALTH AND DIGITALIZATION PROJECT



- “TrustCare”, is a division of the IT Mexican Company “Trustnet”, is looking for a partner in Finland to carry out a project called: Virtual Hospital at Home.
- Trustcare has a broad network of contacts in the Health Sector like Hospitals, Medical Colleges, Doctors, Associations, Health Institutions, Laboratories and Insurance companies, which would be connected to a Center for Prevention, Care and Health Monitoring.
- The project would involve an eHealth device connected in real time to this network of Health Services, so the patient is monitored with the device from his home, and be able to grant him access to medical reports for the treatment they need. This would give the patient more efficient attention, trust and more margin to take decision about his health; and also will avoid saturation in hospitals.
- TrustCare is interested in Finnish companies of the HealthCare Sector that produce this kind of devices and have expertise and knowhow of this type of services, in order to carry out this project in Mexico.

CONNECTIVITY AND HEALTH



- In 2013, Mexico approved a landmark Telecommunication Constitutional Reform. Under the Reform, the access to internet is now a right for all Mexicans.
- The Digitalization trend of services keeps growing in Mexico. A huge connectivity project that has its origin in the Telecommunication Reform is Red Compartida, a LTE Network that will cover 92.2% of the populated territory and will start providing services to users this year.
- According to a Study of the Health Sector of Mexico elaborated by the Organization for Economic Co-operation and Development (OECD), Mexico faces challenges and needs reforms to boost the integration of the Health and Digital sectors.
- The Autonomous University of Mexico says that less than 20% of the health companies have a digital platform that permits the exchange of clinical information in order to improve services and medical attention.

GENERAL INFORMATION ABOUT MEXICO



- Mexico has a population of more than 120 million people.
- GDP in 2016 was 1,046 Billion USD and 8201 USD per capita.
- Mexico is the 11th largest economy in the world and part of G-20 countries as well as OECD.
- Mexico is one of the easiest countries to do business with in Latin America and ranked in World Bank "Doing Business" in position 47.

Mexico is an open economy with network of free trade agreements with 46 countries, including FTA with the European Union. North America Free Trade Agreement (NAFTA) is currently in a renegotiation process.

GENERAL INFORMATION ABOUT MEXICO



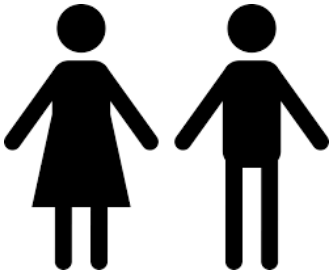
- The government of Mexico spends the equivalent to 6.2% of the GDP in Health.
- Mexico is the eleventh largest market for pharmaceuticals in the world and the second in Latin America after Brazil.
- Obesity, Overweight and Diabetes are a huge health challenges in Mexico.
- According to the OECD, 1 of 3 children in Mexico has overweight or obesity, and between 2000 and 2012, the overweight rates in adult population increase from 62.3% a 71.3%; in the case of Diabetes, is a disease that affects 15.9% of the adult population.

GENERAL INFORMATION ABOUT MEXICO



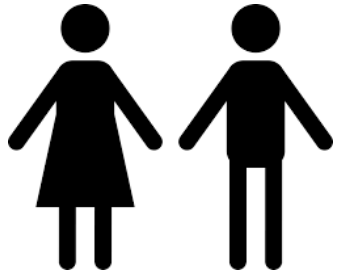
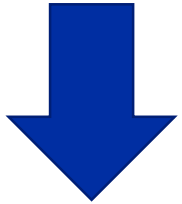
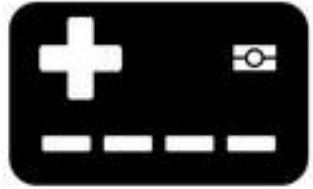
- In Mexico, the Health Sector in government is not centralized.
- At the Federal Level, the State has three different entities in charge of health:
 - Ministry of Health (Secretaría de Salud).
 - The Mexican Institute of Social Security (IMSS).
 - Institute of Security and Social Services of State Workers (ISSSTE).
- The Minister of Health and the General Directors of IMSS and ISSSTE are part of the Federal Cabinet.
- Mexico is a Federal Republic with 32 autonomous States, with their own governments and budgets.
- Each State has its own local Ministry of Health appointed by the governor.

HEALTH SECTOR / FEDERAL GOVERNMENT



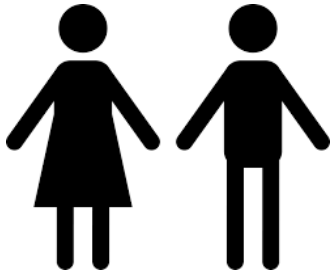
- The Ministry of Health is in charge of establishing the State policies to guarantee Mexicans their right for health protection.
- Any citizen that has no access to social security through a formal job or neither have any type of medical insurance, will be under the umbrella of the health sector.
- The Health Sector of the Federal Government has a network of National Institutes of Health (high specialization and also scientific research) Federal Hospitals of Reference; Regional Hospitals of High Specialty; and hospitals, which are entities to deliver medical services for the population.
- The Health Sector receives most of their financial resources from the budget of the Federal Government.

HEALTH SECTOR / FEDERAL GOVERNMENT



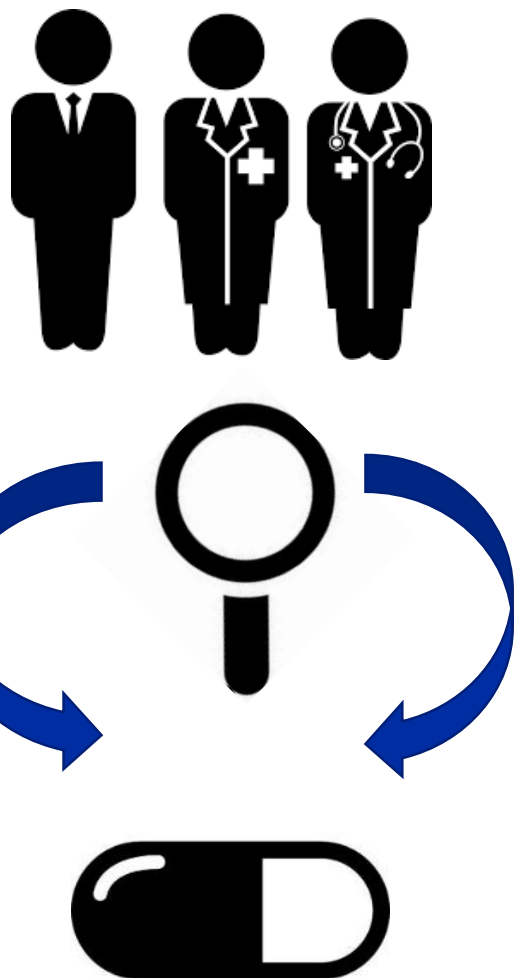
- In 2004, the Mexican government created a public health insurance called “Seguro Popular” which in 2014 reach a coverage of 50 million Mexicans, almost half of the population in the country. This insurance operation is in charge of the National Commission of Social Protection in Health.
- Seguro Popular gives access to a wide range of services: medicines, hospital services, surgeries, emergency services, to mention some; and also treatment for diseases or more complicated interventions.
- The fees for access to “Seguro Popular” are determined by the level of income.

IMSS AND ISSSTE (SOCIAL SECURITY)



- The Mexican Institute of Social Security (IMSS) is an entity of the Federal Government that provides health services to the population with access to a formal job. IMSS receives resources from the Federal Budget, as well as from fees paid by workers that are right holders of the Institution; and their employers, which also pay a fee.
- In 2017, the IMSS had almost 19 million workers affiliated to the Institution.
- The Mexican Institute of Social Security is in charge of performing a scheme for purchasing medicines called “consolidated purchases” (“compras consolidadas” in Spanish). Under this modality, the IMSS invites (not obligates) other institutions of the health sector to make joint purchases of medicines in order to obtain better prices that can save money to the Federal Government. This process is done through a public tender.
- The Institute of Security and Social Services of State Workers is the counterpart for social security of the State workers.

REGULATORY AUTHORITIES / HEALTH SECTOR



- The Federal Commission for Protection against Health Risks (COFEPRIS) is in charge of implementing policies, programs and projects in coordination with the different actors of the political, private and social sphere with the objective of preventing and attending health risks in the country.
- This regulatory body issues sanitary certification in order to approve that medicines are safe for the human body. All the procedures/certificates/permission that COFEPRIS performs and the guidelines are in their official webpage.
- The National Center of Technological Excellence in Health (CENETEC) is another regulatory authority for health equipment and instruments.

THANK YOU VERY MUCH FOR YOUR ATTENTION!

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