

**Medius – Medinippon India Healthcare Seminar IV  
28 August 2015; Tokyo, Japan.**



**The IV Medius – Medinippon Seminar on Indian healthcare started with an overview from Mr. Haruo Nonaka, Executive director, Medius Holdings in the conference hall of Courtyard Marriott, Kyobashi, Tokyo, Japan**



Dr. Manivannan, Joint Managing Director, Kauvery Hospitals, Chennai & Tiruchi, gave a talk on the opportunities available for Japanese medical equipment and disposable manufacturers and presented the process of decision making in terms of purchase of high-end to low-end equipment as well as consumables



Mr. Balasubramaniam of Medinippon Health care Pvt Ltd, Chennai, presented the product range handled, unique features and case studies of how they are able to position their products by addressing the challenges on a case by case basis to win the customers confidence. Providing good quality products, delivering on time and addressing the end-user demand for timely support with the help of Japanese technical team of manufacturers are key to progress, going by the MediNippon experience.

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Mr. Ken-ichi Ioka of Konoike Transports presented their report on their survey supported by the Ministry of Economy, Trade and Industry of Government of Japan in which they evaluated the medical equipment maintenance back up network in India which insisted the need for more training for paramedical staff and engineers to be successful in the Indian market.



Mr. Kazuhisa Yamanaka, Assistant manager, healthcare industries office, Kanto Bureau of Ministry of Economy, Trade and Industry of Government of Japan ([www.kanto.meti.go.jp](http://www.kanto.meti.go.jp)) gave a presentation on the support schemes available for the Japanese healthcare stakeholders for various studies, promotional and market exploration activities in the Indian market as well as liaising services to make a consortium amongst various stakeholders for a win-win association.



Finally the seminar was conclude with, the Medius – Medinippon team presentation on some core analysis of their market survey in India which explained the basic differences between the Japanese and Indian healthcare market enable the aspirants be prepared to face the challenges.