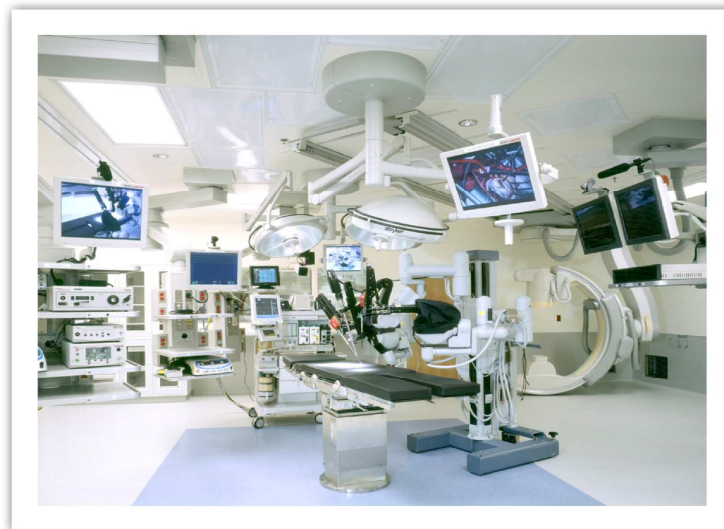


## MARKET BRIEF PRODUK PERALATAN BEDAH DI HUNGARIA



INDONESIAN TRADE PROMOTION CENTER  
BUDAPEST - HUNGARY 2012

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## Kata Pengantar

Dengan mengucapkan puji syukur kepada Tuhan YME, karena hanya dengan berkat dan rahmat-Nya, kami dapat melaksanakan penulisan *Market Brief* perdagangan produk peralatan bedah di Hungaria.

Dalam tulisan ini memuat informasi seputar negara Hungaria, potensi pasar produk peralatan bedah, baik mengenai regulasi, sarana distribusi, hambatan dalam pemasaran produk, peluang penjualan produk, dan strategi pemasaran, serta informasi penting lainnya yang sangat dibutuhkan dalam pemasaran produk peralatan bedah. Dengan begitu, diharapkan informasi tersebut akan bermanfaat bagi para pelaku bisnis dan pihak yang membutuhkan, khususnya untuk ekspor produk peralatan bedah.

Penulis menyadari bahwa dalam pembuatan *Market Brief* ini masih terdapat kekurangan-kekurangan, baik secara redaksional maupun substansial. Oleh karena itu, dengan senang hati penulis akan menerima saran dan kritik untuk meningkatkan kualitas dari penulisan *Market Brief* lainnya.

Budapest, November 2012

Rusmin Amin

Kepala ITPC Budapest

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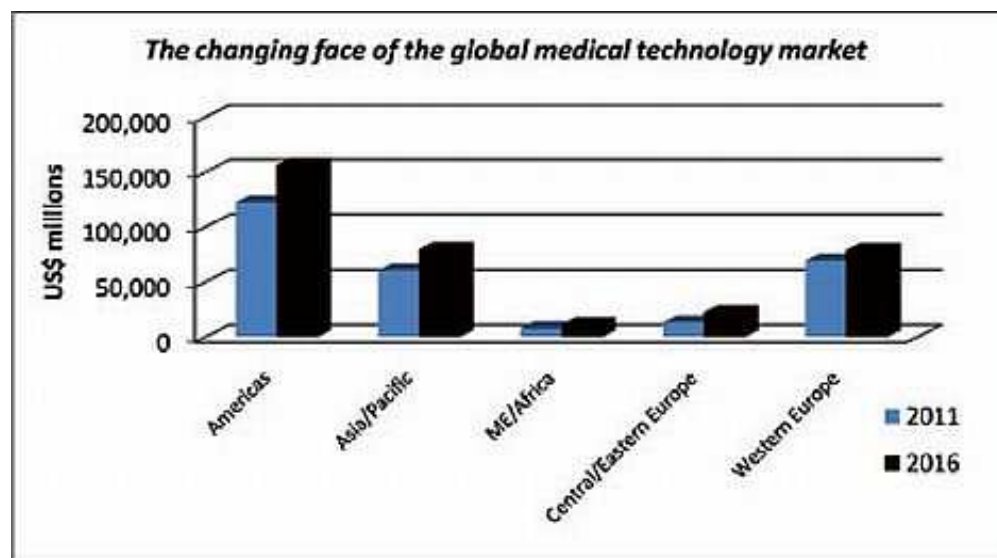
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## I. Kondisi dan Informasi Pasar

### I.1 Deskripsi Produk

- Perhatian masyarakat global terhadap masalah kesehatan pada kenyataannya terus meningkat, seiring dengan temuan-temuan baru mengenai penyakit dan cara pengobatannya. Hal ini berdampak pula terhadap meningkatnya kebutuhan akan peralatan medis (*medical equipment/device*) yang berguna sebagai alat bantu pengobatan. Berdasarkan *Espicom World Medical Market Forecast 2017*, pasar global peralatan medis di tahun 2012 telah mencapai USD 307,7 milyar dan diperkirakan akan bernilai lebih dari USD 348,6 milyar di tahun 2016.



Sumber: Andy Crofts, *World Medical Market Forecast 2017*, Espicom Business-Intelligence, Agustus 2012 ([www.espicom.com/world-medical-market-forecasts](http://www.espicom.com/world-medical-market-forecasts))

- Definisi peralatan medis berdasarkan kerangka legal *Directive 2007/47/EC of The European Parliament and of the Council of 5*

September 2007<sup>1</sup>, yaitu “setiap instrumen, apparatus, perangkat lunak, material atau artikel lainnya, yang digunakan baik sendiri atau dalam kombinasi, termasuk perangkat lunak yang ditujukan oleh produsen untuk digunakan secara khusus dengan tujuan diagnosis dan atau terapi diperlukan aplikasi yang tepat, yang ditujukan oleh produsen untuk digunakan oleh manusia. Peralatan medis digunakan untuk tujuan-tujuan:

1. Diagnosis, pencegahan, pemantauan, perawatan atau pengentasan penyakit.
  2. Diagnosis, pemantauan, pengobatan, pengentasan, atau kompensasi cedera atau cacat.
  3. Investigasi, penggantian atau modifikasi anatomi dari suatu proses fisiologis.
  4. Pengendalian konsepsi.
- Peralatan medis berbeda dengan “produk obat” (*medicinal products* atau yang juga disebut *pharmaceuticals*) karena peralatan medis termasuk alat-alat yang dalam tubuh manusia cara kerjanya tidak berdasarkan kepada cara-cara farmakologis, imunologi atau metabolisme. Peralatan medis memiliki fungsi yang bervariasi tingkat kompleksitasnya, mulai dari yang sederhana seperti *tongue depressors*, *surgical sutures* dan

---

<sup>1</sup> Official Journal of European Union, (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:247:0021:0055:en:PDF>).

*contact lenses* atau peralatan yang lebih kompleks seperti *implantable defibrillators*, *prosthetic heart valves* dan *diagnostic imaging systems*.

- Dalam *market brief* ini, peralatan medis yang dijadikan fokus pembahasan adalah peralatan bedah (*surgical instrument*). Peralatan bedah merupakan alat yang dirancang khusus untuk melakukan tindakan tertentu selama menjalani pembedahan, seperti memodifikasi jaringan biologis atau hanya untuk tindakan diagnosis. Peralatan bedah terdiri dari berbagai jenis dan jumlah yang banyak. Beberapa peralatan bedah yang umum digunakan, antara lain yaitu: *scissors*, *forceps*, *needle holders*, *retractors*, *scalpels*, *towel clamps*, *proper instrument handling*, dan lain sebagainya.
- Seiring dengan semakin meningkatnya permintaan atas ketersediaan peralatan medis, otomatis menyebabkan semakin bertambah juga tingkat kebutuhan akan peralatan bedah. *GBI Research* memprediksi pasar global peralatan bedah akan melampaui USD 7 milyar di tahun 2016, dengan tingkat pertumbuhan sebanyak 6% per tahunnya. Pertumbuhan ini antara lain disebabkan oleh karena penuaan populasi, kemajuan di bidang anestesi, perkembangan ekonomi dan inovasi teknologi. Produk utama yang akan menjadi sasaran pasar global adalah *powered devices* (seperti *lasers*, *electrosurgery products* dan *heavier cutting tools*), *handheld non-powered instruments* (seperti

scalpels, blades, clamps dan scissors) dan wound closure products (seperti staples dan sutures).<sup>2</sup>

### Suture Material, Sterile Surgical & Dental Goods Trade



Source: UN Data \*2009 data

Sumber: “Surgical Equipment Industry: Market Research Reports, Statistics and Analysis, ReportLinker ([www.reportlinker.com/ci02256/Surgical-Equipment.html](http://www.reportlinker.com/ci02256/Surgical-Equipment.html))

- Berdasarkan *Harmonised Systems Code* atau *HS Code*, produk-produk peralatan medis, khususnya peralatan bedah dikelompokkan dalam kode produk tertentu. *HS Code* untuk peralatan bedah difokuskan dalam *point - point* berikut ini:

**Tabel 1. Kode dan Produk Peralatan bedah**

Code and Product
30061010 Sterile Surgical Catgut
84192000 Medical, Surgical or Laboratory Sterilizers
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)

<sup>2</sup> “Surgical Equipment Industry: Market Research Reports, Statistics and Analysis”, ReportLinker, (<http://www.reportlinker.com/ci02256/Surgical-Equipment.html>).



<b>Code and Product</b>
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories

<b>Code and Product</b>
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of a Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)

*Sumber: Eurostat*

## 1.2 Data Perdagangan

- Berdasarkan *Espicom Medical Market Research Reports 2012*, disebutkan bahwa sekitar 84% peralatan medis di Hungaria berasal dari produk impor. Sebagian besar produsennya berasal dari Uni Eropa, terutama Belanda dan Jerman dengan perusahaan-perusahaan besar

mereka, seperti *Siemens Medical Solutions, Philips Medical Systems, B. Braun, Fresenius, Dräger Medical*, dan lain sebagainya. Sedangkan perusahaan-perusahaan medis asal Hungaria menurut laporan *the U.S. Commercial Service 2008* hanya menyediakan produk-produk lokal peralatan medis sebesar 10-15% dari pasokan pasarnya.

- Kegiatan ekspor-impor peralatan medis, khususnya peralatan bedah berdasarkan data pada Tabel 2 menunjukkan bahwa Indonesia dan Hungaria belum menjalin perdagangan peralatan bedah secara maksimal. Permintaan pasar Hungaria terhadap produk dari Indonesia hanya terbatas pada 2 (dua) jenis produk saja, yaitu yang tergabung dalam kategori *medical, surgical or laboratory steriliser* dan *instruments and appliances used in medical, surgical or veterinary sciences, N. E. S.* Angka ekspor peralatan-peralatan bedah Indonesia ke Hungaria pun tidak stabil, karena dalam kurun waktu 5 (lima) tahun terakhir, tingkat permintaan terhadap produk-produk alat bedah Indonesia selalu mengalami peningkatan dan penurunan yang drastis.

**Tabel 2. Data Impor Peralatan Bedah Hungaria dari Indonesia (dalam satuan Euro)**

Code and Product	2007	2008	2009	2010	2011
30061010 Sterile Surgical Catgut					
84192000 Medical, Surgical or Laboratory Sterilizers	25.813	10.984	53.496	2404	30.174
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)					
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.					
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences					
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences					
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences					
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences					
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.			118	60	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics					
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)					
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments					
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories					
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)					
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having and Adhesive Layer)					
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)					
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)					
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)					

Code and Product	2007	2008	2009	2010	2011
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of A Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)					

Sumber: Eurostat (diolah November 2012)

## II. Pangsa Pasar



- Secara umum, pasar produk peralatan bedah di seluruh dunia akan terus tumbuh berkat meningkatnya intervensi bedah dalam mengobati kondisi tertentu, seperti obesitas, penyakit pankreas dan penyakit kandung empedu. Peningkatan permintaan untuk bedah kosmetik juga mendorong kebutuhan bagi pemenuhan peralatan bedah. Di Hungaria sendiri, pasar bagi penjualan produk peralatan bedah masih terbuka lebar. Hal ini pernah disebutkan oleh Duta Besar Hungaria di Pakistan, *Istvan Darvasi*, dalam suatu acara di Pakistan. *Darvasi* kemudian mendorong para pebisnis untuk mempelajari kondisi pasar Hungaria dalam rangka memenuhi permintaan publik atas peralatan bedah.<sup>3</sup>
- Berdasarkan *Espicom Medical Market Research Reports 2012*, pada tahun 2011, pasar Hungaria untuk peralatan dan perlengkapan medis diperkirakan sebesar USD 573 juta atau USD 58 per kapita. Meskipun nilai pasar pernah terhenti di tahun 2008, namun diharapkan keadaan

3 “Exporters Urged to Explore Hungarian Market”, *The Nations*, 12 Januari 2012, (<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/national/18-Jan-2012/exporters-urged-to-explore-hungarian-market>).

akan kembali membaik pada *Compound Annual Growth Rate* (CAGR) sebesar 4,5% per tahun pada periode 2011 hingga 2016, yang diperkirakan akan mencapai USD 715 milyar di tahun 2016, setara besarnya dengan USD 73 per kapita.

### III. Variasi Produk

- Peralatan bedah memiliki variasi bentuk dan fungsi yang banyak, tidak hanya terbatas pada alat-alat yang digunakan secara langsung dalam prosedur pembedahan, seperti *electromedical equipment*, *syringes*, *needles* dan *catheters*, akan tetapi juga produk-produk penunjang dalam investigasi, diagnosis, pemantauan, dan perawatan, seperti misalnya *medical X-ray*, *Alpha*, *Beta*, *Gamma Ray equipment* dan *medical furniture*. Berikut ini adalah beberapa contoh peralatan bedah yang diproduksi dan atau didistribusikan oleh beberapa manufaktur terkenal asal Hungaria:

NO.	PICTURE	DESCRIPTION	EXPORTER	INFO
1		EMED ES 300 High frequency monopolar cutting equipment	Elektro-Oxigén Orvosi Műszer-és Elektrotechnikai Kft.	1116 Budapest, Temesvár u. 20. Tel: 36-1-205-3075, 36-1-205-3076 Fax: 36-1-205-3077 Email: info@eo.hu Web: www.eo.hu
2		METRIMED UV-type unicondylar knee prosthesis	Metrimed Medical Instrument Manufacturing Ltd.	3. József Attila street 6800 Hódmezővásárhely <a href="mailto:metrimed@metrimed.hu">metrimed@metrimed.hu</a> +36 (62) 535-470 +36 (62) 535-471 <a href="http://www.metrimed.hu">http://www.metrimed.hu</a>



NO.	PICTURE	DESCRIPTION	EXPORTER	INFO
3		Transbucalis set	SANATMETAL Ltd	H-3300 Eger, Faiskola u. 5. 36 36 51 2900 (P) 36 36 51 2932 (F) <a href="mailto:metal@sanatmetal.hu">metal@sanatmetal.hu</a> <a href="http://www.sanatmetal.hu/">http://www.sanatmetal.hu/</a>
4		CS 2000 Bucky Table with integrated tube	CONTROL-X Medical Kft.	<a href="mailto:sales@cxmed.com">sales@cxmed.com</a> <a href="http://www.cxmed.com/">http://www.cxmed.com/</a> 1117 Budapest Fehérvári út 108-112. 36 1 3810301 36 1 3810303
5		Threaded dental implant with cover screw - with TiO <sub>2</sub> coating	PROTETIM Orvosi Műszergyártó Kft.	6800 Hódmezővásárhely, Rákóczi utca 2-4. <a href="http://www.protetim.hu/">http://www.protetim.hu/</a> <a href="mailto:info@protetim.hu">info@protetim.hu</a> <a href="mailto:contact@protetim.hu">contact@protetim.hu</a> 36 62 241248 36 62 241611
6		CO <sub>2</sub> Surgical laser equipment	Promedics Kft	1066 Budapest, Ó u. 43-49 Tel: +36 70 600 1370 Fax: +36 1 302-6404 <a href="mailto:gavrielhanani@pro-medics.org">gavrielhanani@pro-medics.org</a> <a href="http://www.pro-medics.org/">http://www.pro-medics.org/</a>
7		Arterial serdinger catheter	Sutura Ltd	1089 Budapest Rezső tér 6. Telefon: (1) 303 29 54   (1) 477 0189 Fax: (1) 477 01 88 e-mail: <a href="mailto:sutura.kft@chello.hu">sutura.kft@chello.hu</a> <a href="http://www.sutura.hu/">http://www.sutura.hu/</a>
8	 <a href="http://www.fogaszatianyagok.hu">www.fogaszatianyagok.hu</a>	Intrasurgery 2.0 implanter equipment	Creativ Dental Ltd	1212 Budapest, Dunadűlő 5/a Telefon és Fax: 06-1-276-0435 <a href="mailto:info@creativdental.hu">info@creativdental.hu</a> <a href="http://www.fogaszatianyagok.hu">http://www.fogaszatianyagok.hu</a>

#### IV. Negara Pesaing

##### TOP MEDICAL DEVICE MANUFACTURERS

1	Johnson and Johnson	\$	17.7	B
2	GE Healthcare	\$	12.1	B
3	Medtronic	\$	10.1	B
4	Baxter International	\$	9.8	B
5	Cardinal Health	\$	9.8	B
6	Tyco Healthcare	\$	9.5	B
7	Siemens Medical Solutions	\$	9.2	B
8	Philips Medical Systems	\$	7.5	B
9	Boston Scientific	\$	6.3	B
10	Stryker	\$	4.9	B
11	B. Braun	\$	3.9	B
12	Guidant Corp	\$	3.6	B
13	3M Healthcare	\$	3.5	B
14	Zimmer Holdings	\$	3.3	B
15	Becton, Dickinson & Co	\$	3	B
16	St. Jude Medical	\$	2.9	B
17	Kodak Health Group	\$	2.7	B
18	Hospira	\$	2.6	B
19	Fresenius	\$	2.5	B
20	Smith & Nephew	\$	2.4	B

21	Synthes	\$	2.1	B
22	Alcon	\$	2	B
23	Biomet	\$	1.9	B
24	C.R Bard	\$	1.8	B
25	Terumo	\$	1.8	B
26	Dentsply International	\$	1.7	B
27	Invacare	\$	1.5	B
28	Gambro	\$	1.4	B
29	Drager Medical	\$	1.3	B
30	Varian Medical	\$	1.2	B

Sumber: "The Top 30 Global Medical Device Companies", MPO,  
([www.mpo-mag.com/articles/2006/07/top-medical-device-companies-report](http://www.mpo-mag.com/articles/2006/07/top-medical-device-companies-report))

- Berdasarkan data diatas, dapat dilihat bahwa negara-negara yang memiliki industri peralatan medis terkenal di dunia antara lain adalah Amerika Serikat, Belanda, Jerman dan Jepang. Berikut dibawah ini akan disajikan data mengenai kegiatan perdagangan peralatan medis, khususnya impor peralatan bedah yang dilakukan oleh Hungaria dari negara-negara tersebut dan negara lainnya yang mungkin sedang mengalami pertumbuhan pesat di bidang produksi peralatan medisnya, seperti misalnya China. Dengan melihat data kegiatan impor yang dilakukan Hungaria, Indonesia dapat melihat sejauh mana kapabilitas negara-negara pesaingnya dan produk-produk apa saja yang laku di pasar Hungaria. Dengan demikian, produsen-produsen

peralatan bedah di Indonesia dapat melihat peluang bagi mereka untuk memasarkan produk-produknya di Hungaria.

1) Amerika Serikat

*Tabel 3. Data Impor Peralatan Bedah Hungaria dari Amerika Serikat dalam satuan Euro*

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30061010 Sterile Surgical Catgut	1.098	6.082	7.929	40.850	84.948
84192000 Medical, Surgical or Laboratory Sterilizers	278.457	227.337	224.716	94.203	225.124
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable		2.036	1.990	7	142
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)	26	34	107	283	
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.	47.176	102.135	61.887	8.352	20.087
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences	31.455	56.587	43.437	115.004	54.250
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	99.391	90.476	227.291	374.716	117.082
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					1.293.506
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	13.184	9.016	1.985	1.937	1.851
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences	10.188	45.670	3.753	36.535	53.128
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.	1.365.447	1.271.232	1.234.649	1.844.657	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics	102.229	89.413	42.395	45.781	9.432
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	2.806	3.532	3.499	5.427	3.791
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences	74.581	36.710	17.382	5.251	20.862
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)	15.192	20.327	16.709	121.188	253.380
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	51.959	475.891	629.330	7.289	774
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments	9.722	14.865	17.964	23.526	24.576

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories			80		5.142
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	9.646	8.841	2.424	9.990	1.055
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)	778.382	675.487	780.553	537.831	621.584
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)				134	12.221
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)	230	9.947	22.873	2.680	47.269
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)	82.824	117.217	17.247	130.735	310.216

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)	755	785			
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)	21	4.869	250	149	
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of A Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)	266	197	264		

Sumber: Eurostat (diolah November 2012)

## 2) Belanda

Tabel 4. Data Impor Peralatan Bedah Hungaria dari Belanda dalam satuan Euro

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30061010 Sterile Surgical Catgut					
84192000 Medical, Surgical or Laboratory Sterilizers	139.129	65.929	80.145	110.920	99.015
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable					
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)	19.905	37.549	30.819	41.793	21.875

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.	35.889	71.733	125.031	23.088	12.867
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences	496		12.346		726
90183110 Syringes of Plastics, with or without edles, Used in Medical, Surgical, Dental or Veterinary Sciences	82.198	41.257	54.544	64.526	56.160
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					2.356.274
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	14.177	8.289	7.407	13.146	29.122
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences	326		115	375	524
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.	1.371.193	1.382.722	1.449.071	1.956.654	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics		1.077	3.263	1.747	170
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	8.727	5.425	2.131	16.082	22.649
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences	32.084				



<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)	10.639	18.423	13.567	25.829	23.174
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	837.717	780.462	660.339	662.022	1.019.819
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments	3.082	1.479	3.591	1.922	
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories					
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	17.486	29.357	43.565	55.920	50.811

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)	13.641.428	12.284.775	9.069.418	9.184.377	9.254.791
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)				1.727	4.191
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)	296.384	1.117	15.405	5.500	2.528
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)	45.143	72.873	75.855	30.893	55.033
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)	176				

Code and Product	2007	2008	2009	2010	2011
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)	218	11.412	11.993		
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of A Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)	2.669.163	3.886.801	4.105.830	4.664.130	2.469.676

Sumber: Eurostat (diolah November 2012)

### 3) Jerman

Tabel 5. Data Impor Peralatan Bedah Hungaria dari Jerman dalam satuan Euro

Code and Product	2007	2008	2009	2010	2011
30061010 Sterile Surgical Catgut	17.207	22.229	16.326	20.533	26.229
84192000 Medical, Surgical or Laboratory Sterilizers	400.445	397.860	344.683	396.936	752.396
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable	10.033			4.687	1.730
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)	370.469	456.174	597.667	742.747	1.075.299
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.	78.800	20.819	24.733	85.368	58.958
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences	3.651.286	3.758.809	2.639.394	2.290.541	879.363
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	1.616.801	1.133.751	1.139.493	3.415.899	2.107.875

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					8.411.025
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	560.898	533.959	520.324	573.410	38.9717
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences	27.235	14.560	14.724	16.067	23.991
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.	11.603.989	10.209.644	7.493.685	8.018.183	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics	353.502	312.976	700.354	577.902	553.737
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	296.884	516.849	297.922	725.269	1.092.373
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences	73.303	116.533	151.885	148.442	90.185
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)	4.250.723	5.929.572	8143811	5698938	3171200
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	1.098.857	1.315.011	1.426.590	1.374.071	1.354.879
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments	639.757	919.183	72.398	92.744	42.439
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories	94.228		25.135	12.456	10.598
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	146.953	132.011	136.816	161.866	145.890
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)	4.907.073	5.582.984	5.827.395	4.301.787	4.321.432
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)				2.036.199	2.257.203
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)	1.223.268	920.972	858.718	548.523	654.308
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)	3.327.252	782.307	680.620	382.588	865.043
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)	823.775	913.960	960.237		
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)	819.918	1.088.167	982.437		

Code and Product	2007	2008	2009	2010	2011
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of A Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)	70.433	39.529	52.077	73.865	157.005

Sumber: Eurostat (diolah November 2012)

#### 4) China

Tabel 6. Data Impor Peralatan Bedah Hungaria dari China dalam satuan Euro

Code and Product	2007	2008	2009	2010	2011
30061010 Sterile Surgical Catgut					464
84192000 Medical, Surgical or Laboratory Sterilizers	4.173	37.398	67.406	27.391	17.004
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable					
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)	11.724	23.759	7.580	4.588	24.527
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.		9.738	95.902	29.868	33.325
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences	18.214	24.080	30.827	48.263	33.420
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	132.085	107.715	38.080	10.845	79.743
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					833.059
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	105.701	251.525	26.871	7.019	4.125
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences	16.371	21.296		2.064	6.487

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.	2.062.212	916.743	681.795	694.068	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics	5.701	6.477	3.315	3.045	8.143
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	1.615.470	1.061.992	1.101.309	919.518	1.401.594
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences	36.989	27.145	9.614	3.653	9.163
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)	25.020	69.680	82.294	938.239	768.784
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	202.625	241.971	213.177	174.178	225.242



<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments			798	477	673
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories	5.475	0	456	618	951
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	38.108	3.233	382	1.021	40.92
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)	158.120	217.546	219.905	433.653	5.863.424
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)				57.607	83.798

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)	8.145	11.719	23.339	20.101	21.743
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)	199.921	518.521	211.799	162.976	134.977
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)	48.363	619.44	17.212		
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)	130.811	115.298	102.822		
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of a Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)	7.511	58.889	179.912	174.705	731

*Sumber: Eurostat (diolah November 2012)*

5) Jepang

*Tabel 7. Data Impor Peralatan Bedah Hungaria dari Jepang dalam satuan Euro*

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30061010 Sterile Surgical Catgut					
84192000 Medical, Surgical or Laboratory Sterilizers	8.809	8.363	10.576	4.085	4.451
30061030 Sterile Surgical or Dental Adhesion Barriers, whether or not Absorbable					
40151100 Surgical Gloves, of Vulcanised Rubber (Excl. Fingerstalls)					
84199015 Parts of Medical, Surgical or Laboratory Sterilizer, N.E.S.	898	644	567		115
90189020 Endoscopes Used in Medical, Surgical or Veterinary Sciences		8.611	17.407	37.436	16.171
90183110 Syringes of Plastics, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	156	468	1.578	2.179	8.054
90189084 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					407.340
90183210 Tubular Metal Needles, Used in Medical, Surgical, Dental or Veterinary Sciences	404		1622		
90183290 Needles for Sutures, Used in Medical, Surgical, or Veterinary Sciences					
90189080 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.					
90189085 Instruments and Appliances Used in Medical, Surgical or Veterinary Sciences, N.E.S.	386.948	537.987	292.355	466.904	
90189090 Instruments and Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences, N.E.S.					
90221100 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses					

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
30061090 Sterile Suture Materials, Incl. Sterile Absorbable Surgical or Dental Yarns (Excl. Catgut); Sterile Tissue Adhesives for Surgical Wound Closure; Sterile Laminaria and Sterile Laminaria Tents; Sterile Absorbable Surgical or Dental Haemostatics					
30059031 Gauze and Articles of Gauze, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
90182000 Ultraviolet or Infra-Red Ray Apparatus Used in Medical, Surgical, Dental or Veterinary Sciences					10.142
90183190 Syringes, with or without Needles, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Of Plastic)	180	2217	356	143	410
90221400 Apparatus Based on the Use of X-Rays, for Medical, Surgical, Dental or Veterinary Uses (Excl. for Dental Purposes and Computer Tomography Apparatus)					
90222100 Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses					
30051000 Adhesive Dressings and Other Articles Having an Adhesive Layer, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes	12.957	70.180	87.725	347	821
30059011 Wadding and Articles of Wadding, of Viscose or Absorbent Cotton, Impregnated or Covered with Pharmaceutical Substances of Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
30067000 Gel Preparations Designed to be Used in Human or Veterinary Medicine as A Lubricant for Parts of the Body for Surgical Operations or Physical Examinations or as A Coupling Agent Between the Body and Medical Instruments					767

<b>Code and Product</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
90063000 Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories					6.466
30059010 Wadding and Articles of Wadding, Impregnated or Coated with Pharmaceutical Substances or Put Up in Forms or Packing for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes					
90183900 Needles, Catheters, Cannulae and the Like, Used in Medical, Surgical, Dental or Veterinary Sciences (Excl. Syringes, Tubular Metal Needles and Needles for Sutures)	20.703	75	9.362	70.447	77.117
30059019 Wadding and Articles of Wadding Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Articles Made of Viscose or Absorbent Cotton)					
30059050 Bandages and Similar Articles of Textile Materials, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having an Adhesive Layer)					
30059099 Bandages and Similar Articles Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Those of Textile Materials, Adhesive Dressings and Other Articles Having an Adhesive Layer)					
94029000 Operating Tables, Examination Tables and Other Medical, Dental, Surgical or Veterinary Furniture (Excl. Dentist' or Similar Chairs, Special Tables for X-Ray Examination, and Stretchers and Litters, Incl. Trolley-Stretchers)	3.547	979			

Code and Product	2007	2008	2009	2010	2011
30059051 Bandages and Similar Articles of Nonwoven Material, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)					
30059055 Bandages and Similar Articles of Textile Materials Other Than Nonwovens, Impregnated or Covered with Pharmaceutical Substances or Put Up for Retail Sale for Medical, Surgical, Dental or Veterinary Purposes (Excl. Wadding, Gauze and Articles Thereof, Adhesive Dressings and Other Articles Having An Adhesive Layer)					
48189010 Articles of Paper Pulp, Paper, Cellulose Wadding or Webs of Cellulose Fibre of A Kind Used for Surgical, Medical or Hygienic Purposes (Excl. Toilet Paper, Handkerchiefs, Cleansing or Facial Tissues and Towels, Tablecloths, Serviettes, Sanitary Towels and Tampons, Napkins and Napkin Liners for Babies and Similar Sanitary Articles, and Goods Put Up for Retail Sale)					486

## V. Trend Produk

- Produk-produk peralatan bedah secara spesifik dibutuhkan oleh institusi-institusi yang bergerak di bidang medis. Oleh karena itu, permintaan atas produk-produk peralatan bedah paling banyak berasal dari rumah sakit, klinik, dan dokter pribadi. Di Hungaria, sistem pelayanan kesehatan paling utama dilakukan oleh dokter keluarga. Kebanyakan dokter memiliki praktek sendiri dan mereka membeli peralatan dan pasokan medis ketika diperlukan. Biaya yang

dikeluarkan oleh para dokter tersebut akan digantikan oleh *National Health Insurance Fund* (NHIF) sebagai lembaga administratif di bawah payung koordinasi Kementerian Kesehatan Hungaria berdasarkan kriteria kinerja dan jumlah pasien yang berobat.

- Selain rumah sakit milik pemerintah, produk-produk peralatan bedah juga dibutuhkan oleh klinik-klinik swasta yang tersebar di seluruh penjuru Hungaria. Di klinik-klinik tersebut sebagian besar pasien, lebih banyak yang menjalani prosedur *one-day-surgery*, *cosmetic surgeries*, *medical check-up*, *lab-test*, *dental care*, dan lain sebagainya dengan biaya pribadi. Dalam beberapa pembelian peralatan bedah, klinik-klinik ini juga mendapatkan bantuan dari skema anggaran NHIF.

## VI. Regulasi Produk

### VI. 1. Kebijakan Perdagangan

- Dengan bergabungnya Hungaria ke dalam Uni Eropa pada tahun 2004, maka hukum-hukum yang ada di Eropa secara otomatis menjadi bagian dari kerangka hukum di Hungaria. Kerangka inti hukum mengenai keselamatan dan kinerja peralatan medis diatur dalam 4 (empat) direktif, yaitu:
  - *Directive 90/385/EEC regarding active implantable medical devices*<sup>4</sup>

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4 Untuk keterangan lengkap lihat “Council Directive of 20 June 1990 on the approximation of the laws of the Member States relating to active implantable medical devices”, (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1990L0385:20071011:EN:PDF>).

- *Directive 93/42/EEC regarding medical devices*<sup>5</sup>
- *Directive 98/79/EC regarding in vitro diagnostic medical devices*<sup>6</sup>
- *Directive 2007/47/EC several modifications and implementing directives, including the last technical revision*<sup>7</sup>
- Kebijakan perdagangan peralatan medis di Hungaria sendiri diatur dalam *National policy on health technology*. Agensi yang mengaturnya adalah *Office on Health Authorisation and Administrative Procedures- Department of Medical Device*. Di dalam *Decree No. 16-2006. (III. 27.) Eüm of the Minister of Health concerning medical devices* tertera aturan-aturan yang mengurus perdagangan peralatan medis dari hal registrasi hingga pengawasan.<sup>8</sup>

## VI. 2. Saluran Distribusi

- Di Hungaria, produk-produk peralatan medis dipasarkan melalui distributor. Selain melalui distributor, ada juga beberapa perusahaan besar asing yang mengoperasikan sendiri pemasarannya serta terdapat pula distributor yang menangani beberapa merek dari

5 Untuk keterangan lengkap lihat “Council Directive 93/42/EEC of June 1993 concerning medical devices”, (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1993L0042:20071011:EN:PDF>).

6 Untuk keterangan lengkap lihat “Directive 98/79/EC of the European Parliament and of the Council of 27 October 1998”, (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1998L0079:20090807:EN:PDF>).

7 Untuk keterangan lengkap lihat “Directive 2007/47/EC of the European Parliament and of the Council of 5 September 2007 amending Council Directives 90/385/EEC on the approximation of the laws of the Member States relating to active implantable medical devices, Council Directive 93/42/EEC concerning medical devices and Directive 98/8/EC concerning the placing of biocidal products on the market”, (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:247:0021:0055:EN:PDF>).

8 Untuk keterangan lengkap lihat “Decree No. 16-2006. (III. 27.) Eüm of the Minister of Health concerning medical devices”, ([http://www.eekh.hu/en/download/decree\\_47.pdf](http://www.eekh.hu/en/download/decree_47.pdf)).



peralatan medis yang serupa. Rumah sakit dan penyedia perawatan kesehatan lainnya membeli peralatan-peralatan medis secara langsung dari distributor tertentu. Umumnya institusi-institusi terkait memiliki kebebasan anggaran dalam membuat keputusan pembelian peralatan medis, selama mereka mengikuti aturan pengadaan publik yang berlaku. Para dokter memilih dan merekomendasikan peralatan dan pasokan medis untuk departemen mereka, namun keputusan finansial dibuat oleh atasan mereka (direktur klinik). Oleh karena itu, untuk menjangkau pangsa pasar peralatan medis di Hungaria adalah dengan berpartisipasi dalam kongres dan seminar ilmiah, baik sebagai mitra perusahaan lokal atau sebagai pengajar di seminar. Sedangkan penyewaan peralatan medis bukan hal yang lazim di Hungaria. Pasar bagi peralatan medis yang sudah pernah digunakan sebelumnya atau diperbaharui juga sangat terbatas di Hungaria. Beberapa perusahaan yang berperan sebagai produsen dan atau distributor peralatan medis di Hungaria biasanya tergabung dalam *The Association of the Hungarian Medical Device Manufacturers*.<sup>9</sup>

### VI. 3. Hambatan

- Hambatan yang dihadapi oleh para produsen peralatan medis dari Indonesia jika ingin memasarkan produk mereka di pasar Hungaria masih berkaitan erat dengan masalah regulasi yang berlaku di

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<sup>9</sup> Untuk keterangan perusahaan yang menjadi anggota asosiasi lihat (<http://www.mdma.hu/english/tagok.html>).

kawasan Uni Eropa. Beberapa hambatan yang mungkin ditemui para produsen asal Indonesia antara lain:

- i) Menurut peraturan pajak Hungaria, semua produk, terlepas dari mana asalnya dikenakan pajak tambahan senilai 20% yang ditanggung oleh konsumen akhir (pasien atau rumah sakit). Dengan demikian, harga jual produk peralatan medis akan semakin mahal, sehingga akan menjadi pertimbangan konsumen ketika ingin mengimpor produk peralatan medis dari Indonesia.
- ii) *EU Directives on Medical Products* yang telah diintegrasikan ke dalam legislasi Hungaria melalui *Decree No. 16/2006 (III. 27)* oleh Kementerian Kesehatan, mengharuskan adanya satu perwakilan resmi di salah satu negara Uni Eropa yang bertanggung jawab dalam masalah pelabelan CE. Ini dikarenakan sebelum produk masuk ke pasar Hungaria, produk tersebut harus memiliki label CE terlebih dahulu. Jika produk peralatan medis telah berlabel CE yang diterbitkan oleh badan yang terakreditasi, maka tidak perlu adanya pemeriksaan oleh otoritas Hungaria. Namun apabila produk tidak berlabel CE, maka badan terkait di Hungaria dapat mengurusnya. Pemasok asing juga harus memiliki perwakilan di Hungaria untuk pertanggungjawaban, memberikan informasi yang diperlukan, menyimpan file teknis, dan kontak untuk pengawasan pasar.

- iii) Bahasa juga menjadi kendala dalam hal impor produk alat bedah ke Hungaria. Berdasarkan ketentuan yang berlaku di Uni Eropa, setiap produk yang masuk ke dalam negeri negara-negara anggota Uni Eropa, spesifikasi produk-produk tersebut harus diterjemahkan pula ke dalam bahasa nasional negara tujuan pemasaran.

## VII. Peluang dan Strategi

- Dengan perkiraan peningkatan industri peralatan medis di dunia hingga 7% dari tahun 2010 hingga 2015 dan peningkatan kebutuhan peralatan medis di Hungaria sebanyak 4,5% dari tahun 2011 hingga 2016, ini menandakan semakin banyaknya kebutuhan akan pemenuhan peralatan medis. Dengan demikian, terbuka lebar pula kesempatan bagi para produsen peralatan medis asal Indonesia untuk melebarkan pasarnya hingga ke kawasan Eropa, khususnya Hungaria. Langkah-langkah yang dapat dilakukan produsen Indonesia untuk memasarkan peralatan medis, khususnya peralatan bedah di Hungaria antara lain:
  - i) Memperluas variasi produk-produk peralatan bedah yang akan diekspor. Saat ini Indonesia memang hanya melakukan ekspor peralatan bedah dalam kategori *medical, surgical or laboratory steriliser* dan *instruments and appliances used in medical, surgical or veterinary sciences, N. E. S.* Oleh karena itu,

Indonesia dapat melakukan strategi penjualan produk-produk peralatan bedah yang tidak diproduksi oleh negara-negara pesaing, misalnya di dalam kategori *Apparatus Based on the Use of Alpha, Beta, or Gamma Radiations, for Medical, Surgical, Dental or Veterinary Uses* atau kategori *Cameras Specially Designed for Underwater Use, for Aerial Survey or for Medical or Surgical Examination of Internal Organs; Comparison Cameras for Forensic or Criminological Laboratories*.

- ii)* Menjalinkan kerjasama dengan para distributor lokal sebagai strategi pemasaran. Ini dikarenakan distributor medis di Hungaria sering mempromosikan produk-produk peralatan medis di berbagai acara, seperti konferensi medis, pertemuan ilmiah mengenai suatu bidang medis atau beberapa bidang medis sekaligus, seperti bedah, kardiologi, onkologi, dan sebagainya. Melalui acara tersebut, produk-produk peralatan bedah asli Indonesia dapat dilihat secara langsung oleh calon-calon konsumen dari Hungaria.
- iii)* Menyediakan produk-produk peralatan medis yang siap pakai dan teruji baik. Artinya, produsen-produsen asal Indonesia dalam memproduksi produk-produk peralatan bedah sebaiknya mempertimbangkan standar internasional (atau Uni Eropa), misalnya memperoleh label untuk produk-produk peralatan

bedah, mendapatkan sertifikasi uji kelayakan dan klinis, dan lain-lain. Dengan begitu, ketika konsumen melihat produk-produk asal Indonesia, mereka dapat merasa yakin dengan kualitasnya dan efisiensi dalam pengiriman barang karena aturan-aturan ekspor-impor telah dipersiapkan dengan matang.

### VIII. Daftar Importir dan Distributor Alat Bedah dan Medis di Hungaria

NO	NAMA PERUSAHAAN	ALAMAT	PHONE/FAX	WEBSITE/ E-MAIL	CONTACT PERSON
1	CONTROL-X MEDICAL KFT.	1117 Budapest Fehérvári út 108-112.	Ph:+36 1 3810301 Fx:+36 1 3810303	<a href="mailto:sales@cxmed.com">sales@cxmed.com</a> <a href="http://www.cxmed.com">www.cxmed.com</a>	-
2	PROTETIM KFT.	6800 Hódmezővásárhely Rákóczi utca 2-4.	Ph:+36 62 241248 Fx: +36 62 241611	<a href="http://www.protetim.hu">www.protetim.hu</a> <a href="mailto:info@protetim.hu">info@protetim.hu</a> <a href="mailto:contact@protetim.hu">contact@protetim.hu</a>	Mr. Imre Juhász
3	KÖRHÁZ TECHNIKA RT.	5900 Orosháza, Szent István utca 106.	Ph:+36 68 413449	<a href="mailto:korhaztechnika@globonet.hu">korhaztechnika@globonet.hu</a> <a href="http://www.korhaztechnikaizrt.hu">www.korhaztechnikaizrt.hu</a>	Mr. Zoltán Ilovsky
4	MEDICONTUR	2072 Zsámbék Táncsics Mihály utca 22.	Ph: +36 23 342202 Fx: +36 1 2142032	<a href="mailto:info@medicontur.hu">info@medicontur.hu</a> <a href="http://www.medicontur.hu">www.medicontur.hu</a>	Dr. Gábor Élő
5	MEDICOR ELEKTRONIKA RT	1097 Budapest Illatos út 9.	Ph: +36 36 1 2806342 Fx: +36 1 2806336	<a href="mailto:medicor@medicor.hu">medicor@medicor.hu</a> <a href="http://www.medicor.hu">www.medicor.hu</a>	Dr. Arnold Steiner
6	OREL-X KFT.	4030 Debrecen Kírgiz u. 8.	Mb: +36 70 500-9587 Ph: +36 36 52 410-149	<a href="mailto:info@orelx.hu">info@orelx.hu</a> <a href="http://www.orelx.hu">www.orelx.hu</a>	Mr. Géza Biró
7	SOLVO KFT.	2 Gyar St. H-2040 Budaörs	Ph: +36 36 23 503 940 Fx: +36 23 503 941 Mb:+36 30 415 8545	<a href="mailto:kaszaky@solvo.com">kaszaky@solvo.com</a> <a href="http://www.solvobiotech.com">www.solvobiotech.com</a> <a href="mailto:apor@solvo.com">apor@solvo.com</a>	Mrs. Éva Kaszaky
8	METRIMED KFT.	H-6800 József Attila u. 3 Hódmezővásárhely	Ph: +36 36 62 53 5470 Fx: +36 62 53 5471	<a href="mailto:metrimed@metrimed.hu">metrimed@metrimed.hu</a> <a href="http://www.metrimed.hu">http://www.metrimed.hu</a>	-

NO	NAMA PERUSAHAAN	ALAMAT	PHONE/FAX	WEBSITE/ E-MAIL	CONTACT PERSON
9	ELEKTRO OXIGEN KFT.	H-1116 Budapest Temesvár u.20	Ph: +36 36 1 205 30 75 Fx: +36 1 205 3077	<a href="mailto:info@eo.hu">info@eo.hu</a> <a href="http://www.eo.hu">www.eo.hu</a>	-
10	PRO MED KFT.	H-6000 Kecskemét Tatár sor 6	Ph: +36 36 76 50 7330 Fx: +36 76 48 0360	<a href="mailto:promed@t-online.hu">promed@t-online.hu</a> <a href="mailto:promed@promed2000.hu">promed@promed2000.hu</a> <a href="http://www.promed2000.hu">www.promed2000.hu</a>	-
11	SANATMETAL KFT.	H-3300 Eger Faiskola u.5	Ph: +36 36 36 51 2900 Fx: +36 36 51 2932	<a href="mailto:metal@sanatmetal.hu">metal@sanatmetal.hu</a> <a href="http://www.sanatmetal.hu">www.sanatmetal.hu</a>	-
12	ZENON BIO KFT.	H-6721 Szeged Maros u 40	Ph: +36 62 424-290 Fx: +36 62 476-558	<a href="mailto:info@zenonbio.hu">info@zenonbio.hu</a>	-