

China to exhibit medical wares here

The Tennessean - Nashville, Tenn.

Author: Getahn Ward

Date: Feb 22, 2011

Start Page: n/a

Section: Local/Business

Text Word Count: 519

Document Text

THE TENNESSEAN

The medical trade center that a Dallas-based developer is planning to build here will include this country's first permanent showroom for health-care products and services from China.

The China Pavilion at the Nashville Medical Trade Center is the first of a series of international showrooms designed to showcase top products and services from other countries, Market Center Management Co. said.

Huida Investment Management Co. of Beijing will identify, recruit and secure the participation of companies from China in the pavilion, which is currently planned for 10,000 square feet, although that size could grow. As part of recruitment efforts, Huida is working with two of the largest medical associations in China and will promote the medical mart at an upcoming trade event there.

"The China Pavilion will anchor a truly global marketplace," said Bill Winsor, chief executive of Market Center, which is working to open the medical mart here at the site of the current Nashville Convention Center.

"Our continuing mission as an international trade center is to offer a complete selection of the best products and services in the world for our customers making purchasing decisions," Winsor said.

Previously, Market Center announced plans for a global business development center to provide services for international companies seeking entry into the U.S. health-care market.

Those services could include consulting and marketing support.

That announcement late last year followed a 10-month lull since the developer announced its first tenant, the trade group Healthcare Information and Management Systems Society, which committed to 25,000 square feet.

Market Center has to secure lease commitments for 65 percent to 70 percent of the space it plans at the Nashville medical mart before dirt can be moved or the project can get financed.

The mart is expected to open in early 2013 at the site of the Nashville Convention Center with 1.5 million square feet of space for permanent showrooms, exhibitions, and educational and training facilities.

'Year-round opportunity'

Cole Daugherty, a Market Center spokesman, said that the developer is "nearing the finish line" with several key companies that could commit to space in the mart.

A Nashville businessman with links to China doesn't see any advantage in Chinese medical device manufacturers and others setting up shop at the mart here.

R. Stephen Porter, director of Dragon Bio-Consultants Ltd. of Hong Kong, said potential buyers who would use the mart could see a wider array of products by attending much larger trade events in China and would be able to inspect manufacturing operations there firsthand.

Daugherty, however, said the local pavilion would give Chinese manufacturers another outlet to efficiently reach more potential customers.

He cites, for example, opportunities with some of the estimated 12,000 medical device manufacturers in China -- a niche in which that country has invested heavily for much of the past decade.

"International companies might visit individual trade shows for a few days, but that's simply not enough time to build relationships and show their products to a wider range of decision makers," Daugherty said. "A trade center presents a

year-round opportunity to engage with buyers."

Reach Getahn Ward at 615-726-5968 or gward@tennessean.com.

Reproduced with permission of the copyright owner. Further reproduction or distribution is prohibited without permission.

Abstract (Document Summary)

Previously, Market Center announced plans for a global business development center to provide services for international companies seeking entry into the U.S. health-care market.

Reproduced with permission of the copyright owner. Further reproduction or distribution is prohibited without permission.