

СЕГОДНЯ И ЗАВТРА БЕЛОРУССКО-КИТАЙСКИХ БИЗНЕС-ПРОЕКТОВ: ПРОИЗВОДСТВО, МАРКЕТИНГ, ИНВЕСТИЦИИ, ТОРГОВЛЯ, ОБРАЗОВАНИЕ

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EXPORT OF CHINESE MEDICAL PRODUCTS TO THE EAEU MARKET: STATUS, PROSPECTS

The article discusses general indicators and the condition of the world market of medical devices. The characteristics of the markets of medical goods of the People's Republic of China and the countries of the Eurasian Economic Union are noted. The results of the analysis of the development of the export of Chinese-made medical production to the EAEU market are presented. It is determined that the introduction of innovations, according to global trends, is one of the key factors in increasing competitiveness. The problems hindering the intensification of cooperation have been revealed, and promising directions for the development of mutually beneficial trade and economic relationship have been identified.

Keywords: *medical devices, medical goods, medicines, medical equipment, export, import, the world market of medical goods, trade in medical products.*

В статье рассматриваются общие показатели и состояние мирового рынка медицинских изделий. Отмечены особенности рынков медицинских товаров Китайской Народной Республики и стран Евразийского экономического союза. Представлены результаты анализа развития экспорта медицинской продукции китайского производства на рынок ЕАЭС. Определено, что внедрение инноваций, согласно

мировым тенденциям, является одним из ключевых факторов повышения конкурентоспособности. Выявлены проблемы, препятствующие активизации сотрудничества, и определены перспективные направления развития взаимовыгодных торгово-экономических отношений.

Ключевые слова: *медицинские изделия, товары медицинского назначения, лекарственные средства, медицинское оборудование, экспорт, импорт, мировой рынок товаров медицинского назначения, торговля изделиями медицинского назначения.*

Introduction. The world market of medical goods is becoming increasingly important for the modern economy; the quality of life of the population of countries depends on the results of its functioning. The medical industry is considered innovative and high-tech, and remains one of the most dynamically developing (the growth is from 4 % to 6 % per year): according to Global Market Insight analysts, in 2022 it will reach the figure of 522 billion US dollars, by 2025 it will reach 612.7 billion US dollars [5]. A significant share of the market is accounted for by manufacturers of the USA (more than 40 %), Germany, Japan, China, Italy, Australia and India. Experts identify two of the most promising regions of the development of the medical goods market – North America and Asia. Countries with large manufacturers of medical devices and equipment are regions with stable and growing economies, with actively developing high-tech industries; hold the most important positions in the medical sector [6].

Key part. The economy of the People's Republic of China is one of the largest in the world. In 2021, the gross domestic product (GDP) of China amounted to around 17.46 trillion US dollars (the growth is 8,1 % in compare with 2020 year); country came second that year in the world GDP ranking [7].

The steady trend of increasing life expectancy and well-being of the population, the development of IT technologies that are integrated with medical technologies, as well as the increasing interest of investment companies in the medical industry laid the foundation

for the development of the medical equipment industry in China. As a result, PRC has taken the second position in the world in the market of medical devices after the United States. Currently, China is a manufacturer of small-sized medical equipment and the largest manufacturer of disposable accessories. Significant export items are gauze, bandages, catheters, syringes and other expendable materials, which are mainly low-value-added goods and have high profits. The structure of medical production has been optimized in China: an industrial system with complete professional categories, a complete production chain and a solid industrial base has been created, which has become the main sector of the Chinese economy. These transformations have affected the structure of commodity export of Chinese medical products: the share of medical equipment has increased, and the share of dressings and disposable consumables has decreased. Nevertheless, the ratio of medical products and medicines made in China is 1:8 in the sales structure, which is a significant lag behind the advanced countries. The high-tech markets of high-end medical equipment, such as nuclear magnetic resonator (MR) and computed tomography (CT), are dominated by companies from the USA, Germany and Japan. 70 % of the market of high-tech medical products (for ultrasound diagnostics, ophthalmology, orthopedics, endoscopy, treatment of the cardiovascular system) is by the world's leading companies (Healthcare, Philips, Siemens Medical), which have branches of their business in China [3].

The production of medical equipment is among the 10 key sectors within the framework of the national program “Made in China-2025”, which provides for the transformation of China into a leading world state in the high-tech industry [2].

The main market for Chinese medical equipment is the countries of Southeast Asia, in addition, China exports small-sized medical equipment and disposable medical accessories to Africa, the EU, the EAEU, Latin America and Central Asia.

In 2017, the EAEU launched and implemented a joint project to create a common market for medicines and medical devices, which

provides for the regulation of the manufacturing and circulation of medicines and medical goods: uniform registration rules have been established within the framework of the unified information system of the Eurasian Economic Union to ensure the safety, quality and effectiveness of medicines and medical devices [4]. The demand for medical devices and equipment is mainly met by imported goods in the Eurasian Economic Union. The share of foreign manufacturers accounts for about 50 % of imported medical devices that have no analogues produced in the allied countries: the share of imported medicines in Belarus is 75 %, in Kazakhstan – 88 %, in Russia – 82 %. In the conditions of Western economic sanctions to which the Russian Federation and the Republic of Belarus are subjected, new regulations for the registration of medical products are being developed. Nevertheless, 4.5 thousand items of medical devices belong to the critical positions of imported goods.

China is one of the largest suppliers of medical equipment and consumables and the main exporter of medical goods at the markets of the EAEU countries, displacing significantly the American and European suppliers. Specialists of the Union market include the main advantages of Chinese medical products:

- low prices;
- tracking of the advanced technologies;
- succession of the developments of leading world-renowned firms.

The Chinese government has granted its manufacturers the right not to register the products on the domestic market, but has imposed the strictest conditions for obtaining an import certificate. The share of exports to the countries of the Eurasian Economic Union is up to 25 % of the total volume of Chinese exports of medical goods.

According to the Agreement on Common Principles and Rules for the Circulation of Medical Devices (Medical Devices and Medical Equipment) within the framework of the Eurasian Economic Union, the procedure for importing medical equipment from China requires obtaining registration certificates of the Ministries of Health of the EAEU countries; registration of a declaration of conformity

of imported equipment with the requirements of the technical regulations of the Eurasian Economic Union when justifying the right to receive VAT benefits; registration of a special license if the technique contains radio-emitting equipment (for example, UHF devices); ISO certification [1].

The market of the Russian Federation is the most capacious. Since 2014, the volume of the Russian medical devices market has held the 13th position in the world, demonstrates a fairly high and stable dynamics, high growth rates (an average of 30 % per year). The demonstrated growth is a result of government support for the implementation of many healthcare modernization projects, as well as a high level of demand at the domestic market. Russian doctors use a number of developments previously applied on manned space stations for example: robotics in operations, ultra-precise devices – in the diagnosis and treatment of cardiovascular and oncological diseases, in surgery, dentistry, orthopedics, for example, gamma locators (miniature gamma quantum detectors) for scanning malignant formations and metastases, BioMag magnetic nanoparticle recorders for monitoring drug delivery to any organ, “electronic coolers” for the painless treatment of oncological and infectious diseases of the superficial and deep layers of the skin, a pulsed xenon lamp “Alpha-05” to ensure complete disinfection of air and open surfaces of operating rooms, laser installations for photodynamic therapy, double-sided membranes made of collagen nanofibers for the restoration of cartilage tissue in joints, antimicrobial sorption material and wound healing dressings (alternative to antibiotics).

At the same time, the volume and distribution of innovative medical equipment produced in the country is extremely uneven: the volume of innovative medical products, works and services is 8,5 %; 8 subjects of the Russian Federation (10 %) take the leading positions. The share of exports of Russian medical goods is approximately 2 % of the total exports of the country.

Kazakhstan’s medical products market is represented by an import-oriented model: the share of medical equipment from

foreign manufacturers is more than 99 %. The share of medical devices manufactured in the Republic of Kazakhstan and used in the country, in value terms, is estimated at 10–14 %. The Republic of Kazakhstan carries out a full cycle of development and production of modern contact mediums for instrumental diagnostics. Meanwhile, the needs of the medical goods market of Kazakhstan are provided by imports (mainly from India, China, Indonesia, Poland, Germany, Spain, Russia, Italy, Thailand, Sweden) according with the National Database of medical equipment, which reflects the technical characteristics, information about the price, configuration and the country of manufacture of medical products.

There are a number of projects for the manufacturing of medical equipment and medical devices at the junction of medicine and IT technologies in the Republic of Belarus, in addition to traditional types of business in medicine and pharmaceutical industry. These measures help to achieve significant results in transplantology, surgery, hematology, ophthalmology. As part of the Healthcare Development Strategy until 2040, a method of treating patients with chronic coronary heart disease and myocardial infarction using laser technologies has been developed and applied; a domestic fixator of the proximal femur for osteosynthesis has been developed and is being used to accelerate the physical and social rehabilitation of patients; the clinical efficiency of the developed biotransplant based on mesenchymal stem cells and a substrate made of synthetic carrier material for the replacement of extensive bone defects has been confirmed; a unique technology for obtaining autograft based on mesenchymal stem cells for the treatment of pharmacoresistant symptomatic epilepsy has been developed; two unique, unparalleled test systems of translational laboratory medicine have been created and are being used to identify individual forms of membrane pathology; innovative test models have been developed to identify the orientation, quantification and experimental modeling of the biological effects of human environmental factors of various nature; ready-made hemostatic medications “Fibrinostat” and “Fibrinostat

M” have been created, which are used in surgical practice to stop bleeding, gluing and tissue regeneration, which are used as a matrix for three-dimensional stem cell cultivation.

Despite the opportunities for Belarusian manufacturers to increase the range and volume of medical products under the import substitution program, the limited domestic market hinders this process, as a result of which Belarusian healthcare organizations import high-tech highly specialized medical equipment and consumables [8].

The interest in the Belarusian market for China is conditioned with the following factors:

- the market of medical services, equipment and medicines is steadily growing in Belarus;
- tax benefits provided in the free economic zones of the Republic of Belarus create favorable conditions for business of non-residents of the country.

The legislation was adopted in Belarus on the basis of the Chinese-Belarusian Industrial Park “Great Stone” within the framework of the “One Belt, One Road” concept, which promotes the development of pharmaceutical activities and the provision of medical services with an emphasis on traditional Chinese medicine: the Eurasian Center of Traditional Chinese Medicine is being created, the joint activity is underway to establish a sub-park of Chinese medicine and a “medical village”. The following promising forms of Belarusian-Chinese cooperation have been identified: the production of medical equipment and pharmaceuticals; the construction of healthcare facilities for infectious and surgical purposes; the development of health and spa tourism programs (a Memorandum of strategic partnership between the Belarusian Republican Unitary Enterprise Centercourt and the Chinese company Shanghai Airlines Tours International (Group) Co.Ltd. was signed in 2019); training and exchange of specialists in the field of medicine and healthcare.

The level of trust-based partnership, mutually beneficial cooperation and stability of integration structures was manifested

between the parties in the joint efforts of the PRC and the EAEU in the fight against the COVID pandemic.

Currently the main problems in the trade of medical goods between the People's Republic of China and the Eurasian Economic Union are:

- low level of investment cooperation between both sides;
- not enough openness of economies in mutual trade;
- the complex procedure of registration of import / export is reflected in the duration of the document flow;
- the low quality of medical products, low operational characteristics and the lack of a full range of service support for goods are the reasons for the insufficient level of competitiveness, which is leveled by low prices.

Conclusion. Overcoming difficulties in exporting Chinese-made medical goods to the EAEU market provides for:

- liberalization of tariff and non-tariff regulatory systems and harmonization of standards in mutual trade;
- acceleration of digitalization of transport corridors;
- creation of coordinating structures of scientific and technical cooperation and the formation of infrastructure through the organization of national and transnational innovation networks of scientific-educational and scientific-productional centers;
- creation of joint ventures for the production of medical devices and medical equipment on the basis of cooperation of economic entities of the medical industry: scientific-practical and engineering-design cooperation.

Thus, the establishment of a multi-level system of relations (interstate and interregional) in partnership between the PRC and the EAEU, the development of information and communication as well as manufacturing cooperation will strengthen the complementarity and interconnectedness of economies of both sides in the production and sales activities of medical goods.

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