

Asia as a Future Medtech Hub: Case Study of Biosensors

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Abstract

The objective of this presentation is to discuss the adequacy of Asia to potentially become a future hub for the medtech industry. A case study of the success story of Asia-founded Biosensors International will be adopted. From the discussion, it will be shown that despite originating from Asia, Biosensors managed to develop some of the best technologies in the drug eluting stent area, and even emerged as one of the four largest players in the world. Hence, it can be concluded that Asia does have the potential to be positioned as a future medtech hub. The presenter, Mr Lu Yoh Chie, is also the founder of Biosensors. With his real life actual experience in building the business, audience would have the exciting opportunity to hear him discuss the case study in depth.