

## The Chinese laboratory market



China is a rapidly growing market. In particular, demand for quality-control solutions in the food sector is becoming an important topic. Suppliers in the chemical, pharmaceutical and biotechnology sectors also have outstanding market opportunities.

### **China: Great deal of potential for technology producers**

China is Asia's most important sales market for producers of medical technology, analysis technology, biotechnology and laboratory technology. And these sectors will continue to grow. The most important reasons include an aging population, increasing healthcare standards and greater awareness when it comes to quality.

### **Chemicals sector in China: Strong sales markets for German suppliers**

The People's Republic of China is one of the chemical industry's strongest sales markets in the world. Even with slightly slower growth, sales opportunities remain outstanding for German manufacturers.

For example, growth rates for fertilizer, cosmetics and medications are very high. Demand for proteins, adhesives and enzymes also remain high.

### **Food in China: Quality control driving growth**

The trends toward the industrialization of the production process and toward products that are more processed are continuing. Increased expectations for improved food quality are a key driving force. A growing number of consumers are willing to pay more for higher-quality food.

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During the first half of 2014, capital investments in the sector for food and beverage production increased by 20.7 percent and 30.4 percent, respectively (Source: National Bureau of Statistics, NBS). In 2013, sales in the Chinese food industry increased by 14.3 percent to some 9.3 trillion yuan.

That is why food inspection is considered a promising growth sector. China needs measuring equipment such as gas or liquid chromatographs to verify compliance with limits for pesticides, microorganisms, etc.

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### **Pharmaceuticals in China: Impressive growth rates**

The Chinese pharmaceutical industry continues to develop at an impressive rate. According to the China Pharmaceutical Industry Association, the industry's production value increased by 20.2 percent over the previous year in 2013 to just less than 2.3 trillion yuan.

The Nanfang Research Institute for the Pharma Industry in China's State Food and Drug Administration has forecast that the industry's production value for all of 2014 will be 2.7 trillion yuan. That is an increase of 19.7 percent compared to 2013.

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### **Biotechnology in China: Outstanding opportunities for German companies**

The People's Republic of China is ambitiously promoting its infrastructure for research and innovation. Research expenditures as a proportion of gross domestic product are supposed to reach 2.2 percent as early as 2015. Innovation input from abroad is expressly desired.

The country is also working with German technology partners on equal footing. Aggressive government subsidies are driving the Chinese biotech industry forward—particularly in the centers of Peking and Shanghai. Hundreds of semi-state-owned companies dominate the field. Most of them produce copycat preparations to cover demand for medications in China's billion-plus population. But the government is also using all of its resources to try and strengthen the development of genuine innovations. It is investing heavily in genome research in particular.

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