
Case Study

Partner Search & Evaluation

Medical Equipment Manufacturers in the Asia Pacific

Client

Our client was a medical equipment manufacturer located in the United Kingdom, whom had developed their first hearing aid device, which offered enhanced audio reproduction and user comfort compared to existing devices.

They sought assistance in identifying a partner in the Asia Pacific region whom could manufacture the hearing aid to their quality standards, timelines and price per unit requirements.

Geographic Scope

The Asia Pacific countries involved in the study included:

- a) China
- b) Hong Kong
- c) India
- d) Japan
- e) Malaysia
- f) Singapore
- g) South Korea
- h) Taiwan
- i) Thailand
- j) Malaysia

Objectives

1. Identify the leading medical device, or similar manufacturers in each of the countries who would be capable of manufacturing the hearing aids.
2. Investigate each suitable organization to investigate if they would be capable of manufacturing the hearing aid to the client's requirements.
3. Profile each organization that met our clients requirements, such as:
 - a) History
 - b) Ownership
 - c) Profiles of senior management
 - d) Current and forecast manufacturing facilities
 - e) Key clients
 - f) Current contracts
 - g) Financials
4. Providing our client with detailed insights into which are the most suitable organizations to pursue detailed discussions with.
5. Introducing our client to the most suitable organizations and facilitating the early stages of negotiations.

Methodology

Involved a combination of secondary and primary research to obtain the required information.

1. Secondary Research:

- Was initially undertaken in each country to gain an initial understanding of the market and to identify the relevant manufacturers in each country to assist in enabling the identification of interviewees for primary research.
- Around 5% of the overall information was obtained through this stage.
- Sources in each country included:
 - a) Corporations regulatory authorities
 - b) Taxation departments
 - c) Government statistics
 - d) Trade statistics
 - e) Published industry reports

2. Primary Research:

- Involved identifying appropriate organizations and senior management within same, in each country to engage in in-depth, face-to-face interviews with our senior consultants and subsequently undertaking same.
- Around 95% of the overall information was obtained through this stage.

Results

All of our client's objectives were met, with all of the leading suitable manufacturers in the Asia Pacific region being identified and those most suitable being profiled in detail. Other highlights included:

- The project was completed in 10 weeks.
- A total of 84 suitable manufacturing organizations were identified and of these 30 were profiled in detail.

Client Actions

Our client attributes the results of this study, to their ability to:

- Quickly identify the most suitable manufacturers in the Asia Pacific region.
- Gain a strong insight into the business environment and common practices and customs in the Asia Pacific.
- Engage in a partnership with 2 manufactures located in China and Taiwan that to date, 6 months after commencement is proving to be very successful.

About IBI Partners

IBI Partners are one of the largest independent firms in the Asia Pacific specializing in business intelligence research and consulting.

Our expertise is on undertaking business-to-business research and consulting projects across the Asia Pacific region. We help our clients to understand the markets in which they operate and to assist in solving business and marketing problems, particularly those that are complex or unfamiliar.

We have specialist expertise in all the major industry sectors, enabling us to work in close partnership with our clients and provide individual solutions.

For more information on IBI Partners, please contact:

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