

Workshop A: Opportunities in different geographic markets

The advent of the internet, online translation and global payment services means that it is easier than ever to exploit international opportunities. We live in a World of truly global brands and companies like Apple and Microsoft sell their products, with little variation across the globe. However, the field of healthcare is often highly influenced by geography with different countries having different healthcare policies, regulatory bodies, laws and health issues. Even in the UK there can be significant regional variation in healthcare with different policies and issues in England, Wales, Scotland and Northern Ireland, and sometimes even variations between neighbouring health authorities. For companies planning to enter the healthcare market there are choices to be made and at either end of the scale:

- *Focus – Concentrate on one country or geographic area's needs – with lower development costs, greater market understanding, higher customisation but with a limited market opportunity*
- *Internationalise – Concentrate on addressing the needs of an international market – with potentially higher development costs, a more generic product but with a much greater market opportunity*