

[Art. 4.1(b)]

From: [Art. 4.1(b)]
Sent: [Art. 4.1(b)]
To: [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE)
Subject: FW: Meeting with Medtronic on TTIP - Medical Devices 04/03/2015

[Art. 4.1(b)]

Could you kindly register this meeting in ARES?

Many thanks!

[Art. 4.1(b)]

From: [Art. 4.1(b)] (TRADE)
Sent: Wednesday, March 04, 2015 6:05 PM
To: [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE); [Art. 4.1(b)] (TRADE)
Cc: BILLAUX Cecile (CAB-MALMSTROM); TRADE TTIP TRANSPARENCY
Subject: Meeting with Medtronic on TTIP - Medical Devices 04/03/2015

Subject: meeting with Medtronic on TTIP, afternoon of the 4th of March 2015.

Participants: Gary Ellis, CFO of Medtronic; [Art. 4.1(b)]

[Art. 4.1(b)] From CAB: Cecile Billaux. [Art. 4.1(b)]

- Mr Ellis explained the structure of Medtronic: a US highly innovative healthcare company that recently acquired Covidien and has now a combined revenue of 30 billion \$ and around 90.000 employees worldwide. Their major operations are in the US but Medtronic is looking to expand globally and grow outside the US. He explained his views about the healthcare sector, which he does not see as a burden for government's budgets but as a source for jobs and economic wealth.
- Medtronic is very supportive of TTIP (and also TPP). As a trade agreement between the two major innovative markets, Medtronic sees TTIP as a key opportunity to set standards globally. The important part of TTIP is not tariffs but regulatory convergence.
- Medtronic also mentioned the joint collaboration between the EU and US in successfully solving market access barriers in markets such as Brazil and Korea.
- Medtronic would like to help in communicating better on TTIP and demystifying the debate around the agreement. They will convey the positive message on TTIP to their 72.000 suppliers which are mostly SMEs; some of them located in the EU. This could help in building up concrete examples on the benefits of TTIP for SMEs. In addition, the CEO of Medtronic will meet with the German Ministry of Health and pass a positive message on TTIP.