



FACES of TRADE[®]



CHINDEX
Chindex International, Inc.

Bethesda, Maryland

Roberta Lipson
President and CEO

Industry
Healthcare

Number of U.S. Employees
14

Exporting to China Since
1981

www.chindex.com

U.S. China Industrial Exchange, Inc. is the largest independent American distributor of healthcare products in China. "American companies like ours need PNTR to stay competitive in the Chinese marketplace. PNTR is vital not only to all of our employees, but also to the employees of the companies whose products we sell in China," comments Roberta Lipson, the President and CEO of U.S.-China Industrial Exchange, Inc.

Founded in June 1981, Chindex opened initial offices in Beijing and New York to provide representative services to Western Manufacturers of electronic instrumentation and industrial machinery. Now an industry leader in China, Chindex is a significant exporter of U.S. healthcare equipment and provides healthcare services through its private hospital corporation in China.

"We already face fierce competition from European and Japanese manufacturers. Not to reap the benefits of China's accession to the World Trade Organization would mean that the U.S. medical equipment we export to China would become completely non-competitive against similar equipment from competitor nations," explains Robert C. Goodwin, Jr., Executive Vice President of the company.

For Chindex, PNTR means tariff reductions on medical equipment (from 8-11% to approximately 4-5%). Market opening to Western health insurance will broaden access to the hospital corporation for many more Chinese, who will benefit from premium health insurance plans. And with full distribution rights, Chindex will be able to compete on a level playing field with local companies, while preserving the quality of its American management approach.

