



Post-MEDICA notes

Curas manifested, yet again, its presence in Europe at this year's MEDICA fair in Düsseldorf, Germany. Together with 138k participants (up from 137k in 2008), the company met several industry peers, existing Curas partners as well as supplier candidates.

Janice Lim, Regional Manager of Curas in Asia Pacific says: "We are offering selected Asian manufacturing companies a unique platform in Europe. When I go through the criteria of co-operation with Curas, the most important question is always: "How genuine is your desire to increase sales in Europe?". This question is a stress-test we need to put down as a marker, because the European market is mature and entering it requires long-term planning and a lot of will. This year's MEDICA provided a good venue for discussing our market plans with selected high-quality producers, but only those who are serious about Europe."

Until 2010, where Curas will be back in Düsseldorf (as always with a bigger team); we can look back on four (4) days of successful discussions and negotiations with our current and future business partners.

Link: www.medica.de