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Mr Paul Wright, Universal Biosensors: Point-of-care-diagnostics will continue to grow in 2013

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I think there will be continuing of existing trends in 2013 as well. We expect to see ongoing growth in the point-of-care-diagnostics (POCD) market. I also expect continued integration of diagnostics tools with IT. We have already seen some POCD products offering wireless connectivity, or the use of mobile phones to analyse data or communicate information to healthcare professionals. These are all part of better empowerment of patients and improved compliance in the industry

A different trend that I expect is more interest in diagnostics from companies that have not historically ventured into the diagnostics segment. Pharma companies, for example, wanting to get involved in personalized medicine or have control over both treatment and monitoring.

Everything we do is new. What we want to do is extend portfolio of testing capabilities. Next year we will be adding the three new coagulation tests. In the background, we also continue to develop the immunoassay testing and molecular testing (DNA Testing). These are the things at early stages but the market for these tests is attractive and worth pursuing.

At the moment our priority remains the US, European and Japanese markets, as these are large and established diagnostics markets. There are interesting opportunities in emerging economies as well. If you look at China and India, there is a very big market in terms of population and healthcare needs. But when you get out into regional areas of China, taking samples from patients and moving them to central laboratories is not ideal. The idea of having low cost easy to use tools for local diagnostics of patients is appealing. So I see good opportunities in POCD in these sorts of markets in the future.