

China medtech giant enters Ukraine market

24 September 2012 | News | By BioSpectrum Bureau

Dehaier Medical enters Ukraine market



Singapore: Dehaier Medical Systems, an emerging leader in the development, assembly, marketing and sale of medical devices and homecare medical products in China, has won a three-year procurement agreement for Dehaier's proprietary air compressors and customized trolleys from a major medical equipment manufacturer in Ukraine.

During the three-year term of the agreement, the purchaser will procure Dehaier's proprietary air compressors, customized trolleys and accessories, which will be used in hospital intensive care units, emergency rooms, operation rooms, respiratory departments and anesthesiology departments. The purchaser plans to distribute Dehaier products in Ukraine and other European markets through its sales network.

"Since early 2012, Dehaier has made considerable progress in exploring Europe market, mainly due to the grant of CE certification for our air compressor product," noted Ms Rayna Dong, director, Dehaier's International Marketing.

"By actively partnering with distributors, exploring OEM opportunities and attending leading medical equipment exhibitions, we have begun to see the gradual increase of Dehaier's brand recognition and awareness in Europe. Dehaier's reputation as a reliable vendor that produces a full line of high quality medical equipment products at reasonable prices enables us to deliver comprehensive, customized solutions to our customers who have to satisfy diverse consumer demands for healthcare," she added.