

## joimax goes BRIC and beyond

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**Singapore:** Right on time with the soon expected registrations of the joimax products in Brazil - one of the most emerging BRIC economies - the German-based company showed a very successful presence at the third World Congress of Minimally Invasive Spine Surgery and Techniques (WCMISSST) in Salvador de Bahia. The congress was supported by the main International MISS Societies. Almost 2,000 interested participants attended the congress which focused especially on promoting and enhancing the interventional minimally invasive treatment of spine diseases. joimax is very proud of being part of this exciting development.

The eight largest emerging and developing economies by either nominal GDP or PPP are the BRIC nations (Brazil, Russia, India and China) as well as Mexico, Turkey, Indonesia, and South Korea. joimax is represented in more than 60% of these countries - namely China, Russia, India, South Korea, and Turkey - and observes a fast growing number of registered products in these areas. In Brazil and Mexico submissions with the Health Authorities were started several months ago. The completion is expected in the near future. Then nearly 90% of the growth-leading economies will be covered.

joimax provides the complete range of high-quality medical devices for minimally invasive endoscopic spine surgery "Made in Germany". As a matter of course these devices are CE-marked and FDA-cleared and are sold throughout the European Union and the United States. The specific surgery methods they are used for, were developed by joimax together with international experts and opinion leaders for the benefit of the patients:

Less pain, less trauma, less hospitalization, gain back quality of life and be back to work in shorter time!

The advantages are evident. Therefore joimax has established a worldwide net of distribution partners allowing that as many patients as possible can get access to these progressive therapy methods.

Other important countries where joimax is already present are: South Africa, Israel and Australia. One of the company's goals within the next few years is to achieve the approval for its devices with the Japanese Ministry of Health.

Emerging and growth-leading economies are the key markets that are expected to lead global growth in the next 10 years. "joimax is most pleased with its growing market penetration also in these countries, hence promoting these gentle, patient-friendly and economically beneficial surgery methods for the sake of the patients and of the health insurance systems at the same time", states Wolfgang Ries, CEO and Founder of joimax.