

# *Brasil Israel*

Edição XVIII Edition

Edição Português-Inglês

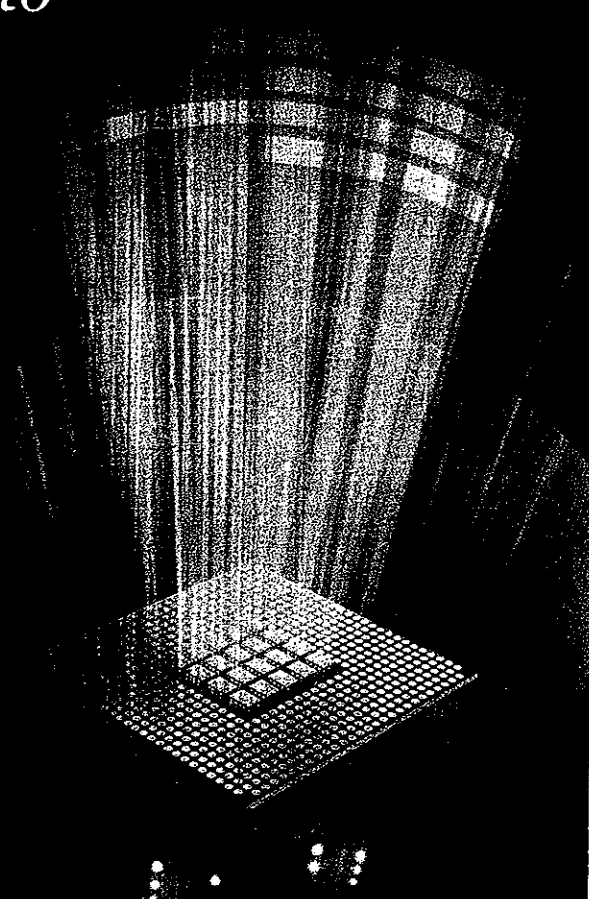
Portuguese-English Edition

*Empreendedorismo e inovação  
na rota do desenvolvimento*

*Entrepreneurship and  
innovation towards  
development*



CÂMARA BRASIL-ISRAEL  
de Comércio e Indústria



## Intromedix, from the clinic to the surgery room

*The Brazilian health market has been indicating an accelerated evolution over the past years, thanks to the continuous expansion of hospitals and service providers that invest in equipment, expansions and new projects in a sector that currently represents approximately 8% of the GDP. With an eye on this figure and willing to embrace a share of this market, the Israeli company Intromedix Advanced Medical Technologies took the first steps in Brazil last year, when it attended Hospitalar, considered the largest event and forum in the health segment of the Americas. According to Eliran Polak, President of the company, Brazil is the largest market in Latin America and the company's main target in the region. Intromedix already filed a request for the registration of its products in the country and made a projection of which ones will have a good acceptance in the Latin American market, where it intends to keep five distributors in each country. Currently, the company has distributors in Chile and Colombia – country where it is waiting for the registration of its products, as well as in Puerto Rico –, in addition to being strongly present in Russia, Albania and Moldova, and in several other countries in Europe and South Africa.*

*Founded in 2006, it operates in the segment of disposable medical devices and transforms innovation into its partner for the improvement of medical procedures by providing more efficient and advanced tools for professionals, at competitive prices. Besides importing and distributing unique items in Israel and abroad, it is also a developer of new products that helped the company to consolidate its position. Israel's second largest company, following the generics giant, Teva Pharmaceuticals, it is present in all hospitals in the country, which is an undeniable sign of credibility in the medical sector and a proof of quality widely recognized by the global market.*

*In 2009, seeking to expand its presence in the market, Intromedix created a generic line of surgical sutures, called Introsutures, building a portfolio that currently includes 5,000 combinations of products for different applications, including needles, suture threads and other components for both human and veterinary use. All needles are coated with silicone from the ultraglide line. The sutures line includes absorbable and non-absorbable products (in silk, nylon and polypropylene), each one suited for a particular purpose, including dental and maxillofacial surgery.*