



PRESS RELEASE

Texas MedTech Mission Creates Demand for British-Developed Products

Appointed sales and distribution partners, dedicated warehouse facilities and new US customers are just some of the outcomes from the UK MedTech missions to Texas.

Organised by the Association of British Healthcare Industries (ABHI), missions to the State have helped UK healthcare companies develop and strengthen partnerships. They have also helped create demand for British-developed products.

Giovanna Forte, CEO of Forte Medical, explains that meetings with hospital system leaders, GPOs, distributors, clinical leaders and procurement teams have proven invaluable.

As a result of attending the mission, the company now have a Texas based distributor with a sales force in five States, and have sourced a warehouse facility which can fulfil orders across all 50 States. They are also shortlisting prospective plastics injection moulding companies to manufacture under licence for long-term market delivery.

Giovanna said: "The appetite for accurate diagnostics, targeted antibiotic prescribing and right-first-time patient care is so great in the USA that our market there has opened in a matter of months, rather than the years we have been tackling UK healthcare."

"Nine months ago, ABHI put us in front of healthcare leaders and decision makers who understood immediately that inaccurate specimens delay diagnoses, particularly of urinary tract infection (UTI). We now have stock in the USA and are looking at a base in Texas so that we can grow this important and ready market. ABHI has quite simply transformed our business for the better."

The UK MedTech mission provides valuable market intelligence and relationships with key decision makers, influencers and purchasers. It also helps facilitate excellent routes into local business networks and support necessary to establish and grow relationships in Texas.

The next Texan mission will take place from 14th – 20th October 2017. The mission will be coordinated in conjunction with the Department of International Trade (DIT) and the Academic Health Science Networks (AHSNs).

For more information or to book your place email [Scarlett O'Sullivan](mailto:Scarlett.OSullivan@abhi.org.uk) Scarlett.OSullivan@abhi.org.uk or visit <http://www.abhi.org.uk>

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About the ABHI

The Association of British Healthcare Industries (ABHI) is the industry association for the medical technology sector in the UK. The ABHI's mission is to champion the benefits and use of safe and effective medical technologies to deliver high quality patient outcomes. With over 260 members, the ABHI leads the advocacy of the industry in order to advance access to medical technology. Our membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises (SMEs).

For further information, visit the ABHI website: www.abhi.org.uk

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