

Graham Bowland, CEO of Surgical Innovations (SI), was a guest speaker at the Global Markets for MedTech conference 2012 in London held last week.

The conference gave export-focused companies like SI the opportunity to present their business strategy in a given country to institutional investors and journalists. Mr Bowland discussed how SI's products initially penetrated the US and our current routes to market.

The presentation came just after the announcement that SI has signed an eight year exclusive distribution agreement with CareFusion, a leading global medical device company, for the world's first pretzel shaped liver retractor – PretzelFlex™ to be sold in the US.