

It has been a busy, jet-setting few months for the business development team at Leeds based Surgical Innovations (SI), with the export team strengthening their ever increasing distribution network that currently covers over 45 distributors globally.

The leading supplier of high quality, cost effective laparoscopic instrumentation for surgeons enjoys close working relationships with its worldwide distributors – a value that is key to the company that is growing at an impressive rate.

Whilst Business Development Manager Mark Hughes flew Lake Garda, Italy, in January for a national sales meeting, Michael Denver arrived in Dubai for the Arab Health conference 2011.

The exhibition allowed Michael to meet with existing and potential Middle Eastern distributors at the event that attracts tens of thousands of healthcare professionals from across the world each year.

Michael's next stop was South Africa in February where he travelled around the republic for a week of training and marketing activities with the country distributor.

The trip saw Michael visit various hospitals and present the Yelloport Plus system to key surgeons in the region. This pioneering "resposable" laparoscopic port access system combines both single use and reusable components and was awarded the Queen's Award for Innovation in 2010.

In March, Mark flew to Spain to meet with the management team at SI's Spanish distributor before the AORN Congress in Philadelphia where he met Surgical Innovation's new Yelloport Plus distributor Mediflex USA and existing distributors from across the globe who were in attendance.

This was followed by a trip to Norfolk Beach, Virginia, to meet master distributor SI USA to discuss new products and contract renewal, before boarding a plane to Montreal, Quebec, to conduct product training with new distributor Dulong Medtech.

Meanwhile, Michael visited Saudi Arabia to conduct staff training with a new distributor, followed by a trip to France, for a product improvement meeting with Teleflex.

New recruit Katherine Sloggett went on her first international exhibition in April, after receiving training from UK distributor, Elemental. Travelling to Budapest in Hungary, for the Central European Surgery Congress, Katherine will visit more European distributors later this month from Germany, Prague, Norway and Sweden.

With Michael having recently returned from New Zealand where he met a potential new distributor in the region, and Australia to meet an existing distributor, the travelling doesn't stop. Mark will travel to Sao Paulo, Brazil, to attend Hospitalar between 24 and 27 May to showcase SI's leading laparoscopic products to the Latin American market, which attracts visitors from over 60 countries.

Speaking about the team, Business Development Manager, Mark Hughes, said: "It's key

to our progression to meet with our UK and international distributors regularly; allowing us to make sure that we are providing them with the best possible service. We only appoint quality distributors, so it is vital to us that we maintain a good working relationship with them and I'm looking forward to continuing this when I visit Hospitalar later this month."

For more information visit: www.surginno.com