

Surgical Innovations (SI) were proud to support its South African dealer SA Biomedical last week at the Association of Surgeons in South Africa (ASSA), held in East London, South Africa.

Exhibiting in a prime spot at the congress, there was strong footfall on the stand; providing both our South African partner and SI the perfect platform to promote pioneering products such as Optical Trocar and the 3mm range of instrumentation.

Michael Denver, Head of Global Sales, who attended the exhibition, said: “This year we are hoping to grow our market share in South Africa and the exhibition is one element available to us in achieving this objective. We spoke to a number of surgeons about the quality and the cost saving benefits of our Resposable™ product range and I am delighted to say there was strong interest in all our product lines.”

The sales team on the ground are very focused and excited about the year ahead and looking forward to developing the SI Brand throughout the South African surgical community.

As well as attending the exhibition, Michael also spent time visiting some of South African’s most prominent laparoscopic surgeons, actively supporting the SA Biomedical sales team and building strong relationships with key opinion leaders from within the clinical community.