



TRUSTWORTHY
COMPANY

EXPERTMED

COMPANY PROFILE



TRUSTWORTHY
COMPANY

HEADQUARTERS

83A, Ioan V. Socec Street,

BRASOV

ROMANIA

Phone: 0040-368.40.15.55

Fax: 0040-268.42.80.77

Email: office@expertmed.eu

Website: www.expertmed.eu



TRUSTWORTHY
COMPANY

ORGANIZATION

Privately owned company

Mircea Istudor – CEO – *mircea@expertmed.eu*

Luminita Istudor – CFO – *lummy@expertmed.eu*



A. Import & Distribution of Medical devices – ophthalmology

- Measurements / Diagnostic
- Surgery / Instruments
- Furniture
- Optical equipment (Optical Lens Edger, Optical Lens Scanner, Lens Groover and Pattern Maker etc...)
- Accessories

B. Service & Maintenance



- ❑ Over 24 years of experience in import and distribution of medical consumables and devices
- ❑ EXPERTMED has been created as a response to the fast expanding market of medical consumables and devices in Romania



- ❑ The specialists who work with us are well trained, with commercial and medical skills. They helped us build a name for ourselves within Romanian market.
- ❑ Our company strategy is to build long term partnerships with our customers. With their support we aim to maximize the potential of our tradition business through a combination of enhanced quality of service, creative marketing, innovative pricing and cost efficiency.



THE STRUCTURE

- ❑ Our company is structured following modern management rules, being awarded with ISO 9001 Certification since 2008 and also Trustworthy Company Certificate in 2016.
- ❑ The company know-how is based on various commercial procedures targeting the specific needs of our business partners.



TRUSTWORTHY
COMPANY



SCIENTIFIC EVENTS – ROMANIA

- ▶ Romanian Society of Glaucoma Congress, 14 to 17 March 2018, Poiana Brasov - Hotel Alpin
- ▶ The 54th annual meeting of ophthalmologists (RAO) with international participation, 10 -12 May 2018, Iasi
- ▶ The V Congress of the Romanian Society of Cataract and Refractive Surgery with international participation and Romanian Retina Society Annual Conference, June 7 to 10, 2018, Eforie Nord
- ▶ World Conference Oculoplastic Surgery, 13 to 15 September 2018, Parliament Palace Bucharest
- ▶ The XVII National Congress with international participation of SRO - Sinaia, 3 to 6 October 2018
- ▶ The annual meeting of the Society for Contact Lens and Cornea Society of Romanian and ocular surface 2 to 3 November 2018, Sibiu



MARKET STRUCTURE

- ❑ Ophthalmologists private practice – 40%
- ❑ Private clinics – 30%
- ❑ State hospitals – 15%
- ❑ Optical shops - 15%



- ▶ The aging Romanian population and increasing prevalence of chronic diseases resulting from unhealthy lifestyle will continue to drive growth in therapeutic eye care services
- ▶ 75% of adults use some form of vision correction
- ▶ The aging of the baby boomers generation will result in accelerating demand for medical eye care services
- ▶ Demographic aging has increased, the population aged 65 years and over exceeding 210,000 young people aged 0-14 (3.48 million to 3.27 million people)
- ▶ People over the age of 55 will be the fastest growing population segment through 2020
- ▶ The four leading eye diseases affecting Romanians are related to age and/or lifestyle
- ▶ Cataracts, macular degeneration, and glaucoma occur at a rate of 17.2%, 7.6%, and 1.9%, respectively, in populations over 40
- ▶ Obesity directly linked to diabetic retinopathy; over 56% of Romanian men are overweight and obese, while among women, 48% are experiencing this condition. Meanwhile, 18% of young people aged 15-24 years are overweight. The most severe forms of obesity are found in people aged 45-64 years (25.2%).



ROMANIAN MARKET HIGHLIGHTS

- High end technology demand – 15%
- High performance/cost effective ratio technology demand – 75%
- Second hand/ Refurbished technology demand - 25%



ROMANIAN MARKET HIGHLIGHTS

- ▶ EXPERTMED's main goal is to bring a professional, serious attitude about business into Romanian commercial climate. We are also most interested of interfacing correctly with our foreign partners, considering the sometimes confusing Romanian laws.
- ▶ Joining the European Union in 2007, Romania needed to harmonize its legislation with the EU standards in health department and acquisitions also. There have been noticed significant improvements over the years, but the process its not entirely over when it comes to implement those laws and regulations.



TRUSTWORTHY
COMPANY

MAIN SUPLIERS

- ▶ CANON
- ▶ AMETEK- REICHERT
- ▶ VOLK
- ▶ HEINE
- ▶ TAKUBO MACHINES
- ▶ TITAN SURGICAL
- ▶ INAMI & Co. Ltd
- ▶ GRAND SEIKO
- ▶ OD-OS GmbH
- ▶ OPTO HELLAS
- ▶ F.I.S.O.
- ▶ ADAPTICA
- ▶ RIGHTON, etc...