



Newsletter Nov 2006

Subject: Post Medica notes

Dear business partners and associates,

In and around Europe, these weeks, many **distribution** companies are busy trying to secure a proper yield on the findings and promises made during this year's Medica. Here companies are weighing up future rewards against immediate risks, costs and comfort feeling; all involved in plenty when entering a new product avenue.

In Asia and in the US; many **manufacturers** have now returned safely to their plants and offices after an all consuming week of exhibiting. Now, across great distances and time zones, you are trying to settle with customers and dealers in far away markets. Complex branding questions are accompanying sales to the best European houses, multiple sales terms questions, minimum order quantities issues, disproportionate freight costs of smaller shipments etc; are right now sitting on the desks of many decision makers.

At Curas we are well in tune with the challenges that faces both parties: Both distributors and manufacturers are explaining to us; how they often lack real progress in terms of their all together new products or markets. You tell us that you feel that you ought to do better and that your national market machine or exiting new product line, has yet to fulfil its potential.

Medica has increasingly become a venue of mainly existing matters being discussed between known parties, as a result; adding very little to business development – let alone strategic product management turning into new sales.

Many say to Curas that they feel as if they are missing good chances and attractive opportunities; despite big efforts.

Curas, your partner, is committed to actively reducing the distances between you and making new business easier through a strong shared branding platform; with smaller commercial risks as a consequence and increased profit as the result.

- We continue to increase our focus to building Relationships, Branding and Logistics.

Let us wish everybody a good performance in the remaining part of 2006.



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