

Visit to the UAE and Saudi Arabia

22nd May - 3rd June 2012

Ryan Swaine – International Sales

Gulf & World Traders - UAE

24th May 2012

Rep: Eng. Anup Singh Lakra

Welcare Hospital - Dubai

Meeting with: Mr. Anil Kumar V. - Manager of Biomedical Engineering

Conducted initial demonstration of the VM-2500. Very impressed with the machine and they have requirements for this type of device. Will pass on the information to the end-users for Gulf & World to follow up.

Latifa Hospital - Dubai

1st Meeting with:

- OR Head Technician

We conducted a very quick demonstration. He was very impressed and suggested that we demonstrate the device to the Head of OR & ICU.

2nd Meeting with:

- Dr. Nadine (Lady) – Head of OR & ICU

They have a tender for 6 units that Gulf & World have entered, but they have only seen the written tender submission. She was very impressed with the unit and said that it was exactly what they are looking for.

Cedars, Jebal Ali International Hospital - Dubai

Meeting with:

- Dr. K.S.P. Rao – Chief Anaesthesiologist

They have previously trialled the device and have decided to purchase an initial 2 Mainstream units for use in OR and patient transfer, they would also like to place an order for a further 2 units in the near future. We had some discussions with regards to the accessories available and how they would mount the unit to the anaesthesia work station. Gulf & World are to quote for paediatric sensors, extension cables, universal mounting plates and pole clamps. I expect this will be a very good reference hospital, as Dr. Rao is highly respected and previously worked for the Ministry of Health.

25th May 2012

Rep: Eng. Ahmed Al-Khatib

SKMC Hospital (Main Governmental Hospital) - Abu Dhabi

Meeting with: Dr. Abdullah – Anaesthetist

Initial demonstration on the VM-2500 and VM-2500-MG. He thought the VM-2500 was fantastic and really liked the response time and non-calibration feature., unfortunately no use for the VM-2500-MG. They have a use for the VM-2500, as the ICU is in a separate building and can take 15-20 minutes to reach, they require a monitor for transferring the patients from OR to ICU.

Al Noor Hospital (Large Private Hospital) - Abu Dhabi

Meeting with: Dr. Iyad – Head of Anaesthesia

Initial demonstration on the VM-2500 and VM-2500-MG. He was very excited about both units, there initial requirement will be for patient transfer. He explained that Co2 monitoring is their most important parameter and that if they were to lose power on all monitors, he can keep the patient alive on Capnography alone. He was very complimentary and said that I gave a fantastic demonstration and thanked me for making the effort to meet with him.

Summary Meeting at Gulf & World Traders

Rajesh Kumar – Manager
Eng. Anup Singh Lakra
Eng. Ahmed Al-Khatib

It was agreed that the VM-2500 has a lot of potential in their market and the timing is good, as the UAE has just brought in new protocol that Capnography should be used with intubated patients, although some hospitals believe they have got around this with disposable Co2 detectors (some education required).

VM-2500-MG unfortunately does not have a lot of potential, as most/all OR's already have gas monitoring. Gulf & World thought that they may be able to offer the device with their anaesthesia machines, when customers are trying to save money. However, the difference in cost between gas monitoring on the GE machines and the VM-2500 is negligible.

The next step for Gulf & World is to visit the Ambulance services, which we were supposed to do on the Tuesday that I did not arrive. They understand that this is where the big market is, but they have been trying out the device in the hospitals first. They are looking at long term plans for our relationship and have now suggested that we look towards introducing the Finger Oximeter range and Microstim.

Jamjoom – Saudi Arabia

26th May 2012

Jeddah Office

Meeting with:

- Dr. Adr – VP of Sales and Marketing

He explained that they are recruiting reps and that they now have a product manager that takes care of all non Jamjoom products, such as Viamed. The product manager will visit each of the offices and give support and training to the sales reps.

Dr. Amr believes that there is a lot of potential for the Viamed range of products and is deeply interested in expanding their portfolio, once we have successfully implemented the monitors.

Would like the VM-2500 real time software to be compatible with Telemedicine.

Jamjoom have sold 13x VM-2500-S:

- 10 x Jeddah
- 3x Khobar

I discussed the arrangement that we have with regards to the previously purchased monitors and that they were given at a very special price and they were only to be used as demonstration models and buffer stock. Jamjoom need to replace 12 of these monitors.

Very interested in the Tec Care product range and has had some experience with cleaning products. He believes that there is a massive market for this type of product, due to the effectiveness and safety benefits that it offers. He believes that it will take approximately 18 months to license the products. Dr. Adr is going to make some tentative inquiries and find out a bit more about what is currently on the market.

- Requires Test Data
- What materials can it be used on and how
- When the time comes, it will have to be registered as a Pharmaceutical

Would like a picture and part number guide for all the accessories for VM-2500, similar to the cannula one that Catrin has recently put together, but to include mounting brackets, case and sensors.

Saudi German Hospital - Jeddah

Reps:

- Dr. Ahmed Saied Al-Hendawy - Product Manager (for all regions)
- Ahmed (new rep for Jeddah)

Meeting with:

- Dr. Saeed Noor – Anaesthesia & ICU Director

Recognised the device from a previous demonstration from Tamer (left Jamjoom) following a demonstration I made in 2011. Put a PO request to the purchasing department on 2nd July 2011 for 20 units, but the purchasing department never processed the order and Jamjoom did not follow this up. They would still like to go ahead with the order. We chased up the purchasing department, so that the order can be processed.

Going to place an order 15 x VM-2500-S and 5 x VM-2500-M

Action to be taken:

- Follow up Purchase Order
- Provide part numbers and prices for accessories
- Requires prices and delivery schedule for Co2/O2 cannula

Dr. Erfan Hospital

Reps:

- Dr. Ahmed Saied Al-Hendawy - Product Manager (for all regions)
- Ahmed (new rep for Jeddah)

Meeting with:

- Eng. Mohamed Ghaly

Purchased 10 x VM-2500-S, following my previous demonstrations. Unfortunately, they had one faulty unit that Dr. Adr from Jamjoom has replaced.

Action to be taken:

- Would like pricing for Compatible SpO2 sensors for Philips and NK
- Oxygen sensors
- Flow sensors
- Declaration of Compatibility for the Philips and NK SpO2 sensors
- Certificates for use on VM-2500-S

27th May 2012

Jeddah Office

Product training with:

- Dr. Ahmed Saied Al-Hendawy - Product Manager (for all regions)
- Ahmed (new rep for Jeddah)
- Dr. Amr – VP for Sales & Marketing

Covered Pulse Oximeters, Capnographs, Multigas, Flow Sensors and Oxygen Sensors

28th May 2012

King Abdulaziz University Hospital - Jeddah

Reps:

- Dr. Ahmed Saied Al-Hendawy - Product Manager (for all regions)
- Ahmed (new rep for Jeddah)
- Dr. Mohammed Elsherbiny (Not Viamed rep, there for support?)

Presentation on VM-2500:

- 25-30 Nurses from Respiratory Care and ICU

Action to be taken:

- Arrange for VM-2500 to be given for evaluation

Jeddah Office

Finalised Product training.

Short meeting with Mr. Mosan regarding the accounts situation.

29th May 2012

Mouwasat Hospital - Dammam

Rep:

- Dr. Ahmed El-Shazly

Meeting with:

- Dr. Samia Mohsan – Head of Anaesthesia & OR

Would like to purchase VM-2500-S. No requirements for Multigas, as they have anaesthesia monitoring on all anaesthetic machines.

Action to be taken:

- **Require pricing for Sidestream monitors**

Dr. Dossary Hospital - Dammam

Rep:

- Dr. Ahmed El-Shazly

Meeting with:

- Dr. Mohamed Elhindy – Head of Anaesthesia

Already purchased the VM-2500-S for use in ICU, but had some questions and required some training. Likes the idea of having the VM-2500-MG as a back up machine for OR; can be moved from room to room if they have any problems with existing multigas monitors.

Action to be taken:

- **Requires accessory pricing**
- **Pricing for VM-2500-MG**

30th May 2012

As-Salama Hospital - Khobar

Rep:

- Rishan

Meeting with:

- Dr. Atteia – Anaesthetist

Would like to purchase VM-2500-S. Also liked the VM-2500-MG, as a potential back up monitor.

Action to be taken:

- Require pricing for Sidestream monitors and accessories
- Pricing for VM-2500-MG
- E-mail leaflet for VM-2500-MG: atteiagad@gmail.com

Astoon Hospital - Khobar

Rep:

- Rishan

Meeting with:

- Dr. Azeem – Head of Anaesthesia & ICU

Would like to purchase VM-2500-S. No requirements for Multigas, as they have anaesthesia monitoring on all anaesthetic machines.

Action to be taken:

- Require quotation for Sidestream monitors, possible purchase of 4 units
- Require trial unit for evaluation

31st May 2012

Astoon Hospital - Khobar

Rep:

- Rishan

Meeting with:

- Eng. Muddasser - EBME

Has seen purchase request for VM-2500-S units and is happy with the device. Ran through O2 monitoring, O2 sensors, flow sensors, Pulse Oximeters and SpO2 sensors. Placed order request for O2 sensors.

Action to be taken:

- Requires sample of Draeger flow sensors to see if it will work on the Newport vents
- Pricing for O2 sensors, SpO2 sensors, AX300, VM-2160
- Can we provide a silicone SPO2 sensor for Edan/Mindray/Draeger Vista 120 (6 pins, as picture). Requires approximately 5 per month.

2nd June 2012

Aljazeera Hospital - Riyadh

Rep:

- Ahmed Tolan
- Ramy

Meeting with:

- Nursing Director

Demonstrated VM-2500. They are interested in trialling a device, but would like to wait until the Doctor in charge returns from vacation in approximately one months time. May have requirements for Draeger Flow Sensors.

Action to be taken:

- Requires sample of Draeger flow sensors
- To arrange for another meeting in a month and arrange for an evaluation period for the VM-2500

King Abdul Aziz Hospital

Rep:

- Ahmed Tolan
- Ramy

1st Meeting with:

- Dr. Mustafa – Head of Anaesthesia and colleagues

No requirements for VM-2500 or multigas monitors, as they already have full monitoring. Suggested that we should visit ER.

2nd Meeting with:

- Dr. Ali – Head of ER

Do have requirements for Capnography. However, they are connected to King Khalid Hospital and it is they who ultimately make the purchasing decisions for both hospitals. If King Khalid purchase the monitors, then they will follow. Unfortunately, Ahmed has already tried with King Khalid Hospital and they do not require the Capnograph monitors.

Action to be taken:

- May be worth another appointment with King Khalid Hospital

3rd June 2012

Saudi German Hospital – Riyadh

Rep:

- Ahmed Tolan

1st Meeting with: Purchasing Manager

They do not currently have any requirements for Capnography and have had no requests from the end-users, will keep our information for future reference. Have problems with our O2 sensors in the Delivery and NICU departments.

2nd Meeting with: Delivery and NICU Head Nurse, Head of Department and Biomedical Engineer responsible for Ventilators.

They have 19 Draeger Incubators and 7 x Draeger Ventilators. They have recently switched to our O2 sensors and they have problems calibrating the O2, when the sensors are first fitted. I explained that the sensors will require exposing to air for an hour or so before fitting them into the ventilator. They will let me know if they have any further problems.

King Fahed Medical City

Rep:

- Ahmed Tolan
- Ahmed El-Shazly

Meeting with:

- Dr. Saleh Awad Alrashdi – Head of ER

Ahmed Tolan has previously demonstrated the VM-2500 to them and they are very interested in the device. Interested to know more about the accessories available. They have a requirement for approximately 15 Sidestream units, but first they require an official demonstration to the hospital panel and an evaluation period. Demonstration planned for Sunday 10th June.

Suliaman Alhbib Hospital

Rep:

- Ahmed Tolan
- Ahmed El-Shazly

Meeting with:

- Ms. Elizabeth – Nursing Supervisor & Colleague from ER

Demonstrated the VM-2500. Appear to be interested and have a requirement for them in ER. Require an official demonstration and they hope to be able to arrange this for the following week.