



Year 2009: Florida International Medical Expo (FIME) – USA

August 12th – August 14th, 2009



The Florida International Medical Expo is an important event for healthcare industry in the northern, central & southern America. The four main sector of the show features medical technology, medical products & supplies, medical services and medical equipment.

The exhibition was held from August 12-14, 2009 at one of the popular vacation spots – Miami Beach Convention Centre.



This event attracted a total of 30,306 visitors this year. The majority of the visitors are end-users of the medical product, which fits with Kossan's intention of exhibiting in this show – to promote the company, explore new opportunities, provide knowledge/education on selecting the right gloves and to gather market intelligence in Central & Northern America as well as Canada.

Our last participation at FIME was more than 4 years ago and we have made our strong return this year with many new product innovations to share with the public.



We exhibited in two booths at the show. One was under the same roof with Malaysia Rubber Export Promotional Council (MREPC), with the aim to promote and support Malaysia as a leading and reputable glove manufacturer for high quality rubber products. The other was a stand-alone booth under the name of Kossan Latex industries, with introduction on our various Nitrile glove products.

We have gathered more than 100 new enquiries comprising of 40% from Latin America, 40% from USA and remainder from the rest of the world.

We conveyed Kossan's philosophy as a manufacturer of premium quality gloves. From our product and company introductions we captured many strong emotions and feedback from our visitors - delight, satisfaction, confidence and contentment.

In summary, we are thrilled with the overwhelming response from the Central & South America region and it has strengthened our desire to focus more on the development in this region. This intention is in line with our company's direction, which is to diversify our market share throughout all regions, to make our products and services available all over the world to benefit the community.

