



## Press release

2MEDICAL-europe; a new mission to enhance clinicians work and medical outcomes.  
Business value creation for medical innovations in European markets.

### **Zeist, The Netherlands and Düsseldorf, Germany, 14 november 2009 ---**

At the MEDICA trade fair, November 18-21 in Düsseldorf, 2MEDICAL-europe will launch its approach to create European business value for innovative Medical products.

- Currently the majority of medical device innovations is US based, however only a portion of these create value in Europe;  
Because
- Lack of focus on added value in European distribution channel

### **Maarten Nibbelke, founder of 2MEDICAL-europe said:**

“You should not accept this dilemma. Valuable innovations must be made available to European medical markets. We can address the commercial root cause why added value and clinical needs are not being met. Our mission is to create sustainable business value for your innovation at European customers”.

2Medical will be at the MEDICA trade fair to meet partners and align strategies for Europe. Appointments can be arranged at below contact details.

#### Enquiries

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### **About 2MEDICAL-europe BV**

2MEDICAL-europe is a dedicated partner, managing business value, for innovative medical products, in the European market channel. 2MEDICAL has been founded by mr Maarten Nibbelke, 45, an executive with over 20 years experience in healthcare business, including a decade of senior positions in Baxter Inc and recently as General Manager Dirinco. 2MEDICAL is privately owned, having its headquarters in Zeist, the Netherlands.

To receive additional information on 2MEDICAL-europe, please visit our website at [www.2medical-europe.com](http://www.2medical-europe.com), or request our corporate brochure at [info@2medical-europe.com](mailto:info@2medical-europe.com)

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