



Business as usual..

The schools may have broken up, but it's business as usual for the Lime Associates team as we embark on some very exciting projects over the summer period.

China's most promising MedTech companies?

Medical device companies are predominantly based in Europe and North America. Chinese companies have historically been seen as either component suppliers to the established big players or providing low cost products at the bottom end of the technology sector.

Recently Chinese companies have been gaining a reputation for higher quality products and are pushing their sales out beyond their domestic market. European Medical Device Technology magazine has recently published a review identifying four of the most promising **Chinese companies in the MedTech sector**.



At Lime Associates we maintain contacts in the Asian region and have been successful in helping our clients source both new products and lower cost alternatives to their current sourcing option, as illustrated by our white paper; **Researching the global wound care market in low-cost manufacturing regions**. If you would like to discuss how Lime Associates can help you to identify suitable new sourcing partners then please contact us by calling 0114 213 8306 or e mail enquiries@lime-associates.com.

Worldwide GDP regulations - a handy guide

Good Distribution Practice (GDP) is used to ensure that Pharmaceuticals are handled in an appropriate manner. The regulations around GDP are complex and unfortunately are not to a harmonised global standard. Hence, over time, regulations change in different countries or regions. **ColdChainIQ** has just updated their handy, one page map that summarises regulations around the world. You can download it [here](#), but if you have any specific GDP challenges, we'd welcome the opportunity to see how we can channel our expertise to help you to find a solution. Please **contact us** for more information.

Growing Business Development

As Lime Associates heads towards its fifth anniversary, we are pleased to welcome Tony Allen to our team. Tony has over 30 years of UK and International Sales and Marketing experience gained in positions in a cross section of industries and in particular, medical devices. He has a B.A. (Hons.) in Modern Languages (German and Spanish), has been a member of the Chartered Institute of Marketing for 30 years and is a Fellow of the Institute of Sales and Marketing Management.



Challenging single source supply



We have just been engaged to do a fixed fee piece of work that involved evaluating over 100 suppliers for their suitability to match the project brief and using desk research to shortlist this down to 40 companies.

Each company on the target list was then directly approached by Lime Associates requesting a response on their capabilities to meet our client’s specifications. The responses allowed us to create a short-list of suppliers; we sent each of these suppliers a

sample product for them to provide their best match. It was an interesting and rewarding project - read the full story here (link to blog post).

Supply Chain SIG Success

Over 30 delegates attended the recent meeting of the Supply Chain Special Interest Group that is sponsored and run by **Medilink EM** and Lime Associates.

Delegates from industry and academia benefitted from talks on the topic of Medical Deliveries – the final 100 metres and speakers included Simon Heywood (Head of Service Solutions, NHS Supply Chain), Graeme Hall (deputy Chief Pharmacist, University Hospitals of Leicester NHS trust) and

Professor Nick Medcalf (Loughborough University). [Click here](#) for more information about the speakers and their subject matter.

The next meeting of the SIG, that takes place three times a year, will be on November 27th, 2014. For more information, please contact Steve Langron on 0114 213 8306.

"Lime Associates helped us source a tricky Medical component from China"

Matthew Tully - Managing Director, Single Use Surgical, UK

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