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Perlong Medical rides on robust economic strength

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Perlong Medical, also known as Nanjing Perlove Medical Equipment Company (for functioning in the overseas market), was established in 1993, in Nanjing, the capital of Jiangsu province of China. It specializes in R&D, manufacturing and marketing of various kinds of equipment, including medical equipment, clinical diagnosis reagents and fast diagnosis products.

Perlong, which owns nearly 11 subsidiaries and follows the principle of 'Cherish Your Life and Care About Your Health' is rooted with the spirit of 'development, innovation, pragmatism and consolidation'. All the products of Perlong Medical have been awarded ISO 9000, ISO 13485 quality management system certification, CE certification and TÃ?Æ?Ã?Â¼V quality system certification (offered by the Rheinland Group). Their products are popular across the world market, especially in Asia, Middle East Asia, South America, East Europe and Africa.

Mr Keven Wang, who is the export manager, responsible for the Asia operations of Perlong Medical/Nanjing Perlove Medical Equipment Company, China, talks to *BioSpectrum Asia* about the company's activities, achievements and hurdles faced and the future plans. Excerpts from the interview:

What are your focus areas and objectives in Perlong Medical?
Perlong Medical specializes in R&D and marketing of various kinds of medical equipment, such as X-ray machines, related instruments, clinical laboratory equipment, blood analyzers, clinical diagnosis reagents and hematololgy reagents.

What is your customer base? How do you work towards developing the same?
Perlong Medical is a leading manufacturer and seller of medical equipment both in China and overseas. We maintain a good communication channel with our potential customers in order to develop our customer base further. We not only establish and maintain contacts using email, phone and Skype, but also take the help of innovative web-based services, such as Alibaba and Made-in-China. We also put in a lot of efforts to develop our network of distributors and clients.

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How strong is your presence in the medical equipment sector in China?
Perlong Medical is a leading manufacturer in China. We have been at the forefront of medical equipment manufacturing since the very beginning. We attribute our strong presence to our robust economic strength and our early venture in the domain of medical manufacturing.

What is the organizational structure of the company?
Perlong Medical is presently a Joint Stock Group. We are yet to go public in China. We currently employ more than 1,500 people.

Do you have any plans of expansion?
Perlong Medical presently has one corporate facility. However, we have a substantial set up for R&D. We have several research projects in our pipeline, some of which are also in the field of general technology. Furthermore, our current plans from the point-of-view of expansion is to obtain more patents in the field of medical equipment technology.

What are the company's significant milestones and achievements?
Following our establishment in 1993, Perlong Medical launched its first series of products, including ESR-analyzer and blood coagulation analyzer in 1996. We introduced our hematology analyzer and hematology reagents in 2002 following which we launched our first product of x-ray series PLX102 in 2003. This year also saw the launch of our SARS equipment. In 2005, we obtain the ISO 9000 and ISO 13485 certifications.

The year 2008, saw our earthquake machine get the affirmation from the Chinese government. We were also conferred the national award of High Technology Enterprise in 2008. In 2009, three of our products, including PLX112C. PLX8200, PLX8200A obtained the High Technology Products award from the Government of China. Particularly, our product PLX8200, which is a high frequency digital radiography system, won the Independent and Innovation Products (national award). We also obtained four patents and five soft copyrights for our creations in 2009. In 2010, we were awarded the municipal award of Annual Innovational Brand.

What are the challenges before you?
We face competition from several large foreign multinational companies and distribution agents that support these firms. We continuously strive to improve our technology and our R&D capabilities to counter the stiff competition provided by our rival firms.

What are your future plans?
We intend to venture in a big way in the entire Asian market, and eventually establish ourselves as leaders in various countries in the world.