

## Anteo Diagnostic to enter Korea market

20 October 2015 | News | By BioSpectrum Bureau

### Anteo Diagnostic to enter Korea market



**Singapore:** Australia based global medical technology company, Anteo Diagnostics, has entered into a non-exclusive distribution agreement with KomaBiotech, a Korean manufacturer and supplier of reagents and tools for life science research, to market, distribute and support the Anteo Mix&Go (AMG) products in South Korea.

Anteo is commercialising its AMG nanoglue technology and is implementing a multifaceted sales model, comprising direct AMG product sales via distributors, co-development of novel Mix&Go enabled products with partners and the licensing of Mix&Go for use in partner products.

Dr Geoff Cumming, CEO, Anteo commented, "We are pleased to be able to work with Koma, an established market leader in South Korea, which has a long and respected history of servicing this region."

"Having a partner like Koma in South Korea which is expert in sales, marketing and the provision of quality customer support is important for Anteo. Since the AMG range is relatively new, having representatives on the ground who can ensure customers are getting the most from the products is the greatest way to deliver best adoption practices. Under this agreement, Koma will ensure that support, training and service is delivered appropriately," finished Dr Cumming.

Ms KJ Sohn, general manager, Koma commented, "Anteo products are excellent tools for researchers who are developing multiplexing kits, due to their ability to increase sensitivity and consistency when coupling a broad range of molecules."