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THIS IS EXPORT. **THIS IS WALES.**

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# M E D I C A

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Export Market Visit

13 November –  
16 November 2023

[tradeandinvest.wales](https://tradeandinvest.wales)

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Member of  **MEDICAlliance**

DÜSSELDORF, GERMANY

**13-16 NOVEMBER 2023**



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Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg /  
We welcome correspondence and telephone calls in Welsh

Düsseldorf, Germany

## This is Export. This is Wales.

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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay



Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

**Bearhug** is the brand behind bamboo joint supports and muscle sleeves. Created from a unique bamboo yarn, offering unrivalled comfort and superior warmth from a renewable resource.



1 in 4 people are not active enough for good health. Bearhug's mission is to create an inclusive supportive community connected through activity. Bearhug provides the support you need whether through recovery, active product use, or community.

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### Product/Service

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The range consists of wrist, elbow, knee & ankle joint supports along with calf & thigh muscle sleeves.

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### Objectives

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Bearhug is currently on the hunt to take their business globally, having sold in over 30 countries around the world via their DTC channels they are looking to find partners to support their international growth.



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**Bee Robotics** is a privately-owned company based in North Wales UK established in November 1999 and is this year celebrating their 24<sup>th</sup> anniversary.



With in-house design and manufacturing, the company has become well established in providing automated robotic solutions for the biotech industry, offering OEM solutions to a wide range of applications. The company is accredited to ISO 13485:2016 and is well versed in the approval process for all instrumentation covering IVD, CE, MET Labs, and SFDA.

### Product/Service

The company's product range includes semi and fully automated liquid handling robotics for Molecular and Western blot applications, microarray processing, DNA extractions, sample processing, and other bespoke instruments for diagnostics.

With their team of in-house software, hardware and electronic engineers together with 3D printing and CNC capabilities, they develop instrumentation to meet client needs in a timely and cost-effective manner.

### Objectives

The company works closely with manufacturers of diagnostic kits who have a need for automation. Their goal is to expand their client base and product range through these collaborations and provide high quality and cost-effective instruments for the biotech industry.



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**Benson Viscometers** believe that creative thinking reaps benefits and rewards, not just for patients, but for pathology laboratories, for clinicians and clinical services.

They believe our NHS is the best and can continue to be the best and so should not settle for anything less than the best. They are a British company specialising in the design, development and manufacture of high-quality clinical viscometers and blood measuring equipment. Benson Viscometers are the winners of the 2023/24 Wales Prestige Awards for Medical Equipment Supplier of the Year, highlighting their commitment in providing the best possible products and the best possible experience they can for their customers. The company is accredited to both ISO 13485:2016 and ISO 9001:2015 highlighting their commitment in providing the best possible products and the best possible experience they can for their customers.

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### Product/Service

Since 1999, Benson Viscometers has established itself as the market leader in the provision of clinical viscometers throughout the UK, Europe, and the USA. Service, support and maintenance along side the provision of calibrant and cleaning fluids enhances Benson Viscometer's offering.

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### Objectives

At a time when everyone is trying to save money and identify opportunities to streamline their operation, are we truly putting the patient front and centre in all our solutions. We have the very best of intentions and it can be a difficult juggling act, but what would you as a patient want if you could choose. In recent years we have seen diagnostic tests come under the spotlight and a drive to reduce duplicate testing. As a result, have we diluted the best solutions for

our patients? There is a case for each and every diagnostic test and as caring people we want to cover all options and possibilities. But what if we can't afford that choice? What if we have to pick only one test instead of two, or three? Should we always default to what has always been done? The one that comes first on an alphabetical list? The one we know and understand best? Clinical viscosity covers so many clinical areas and conditions and so often it gets overlooked or dismissed as being on a par with other diagnostic tests. How often do you see clinical viscosity used across the full range of conditions it is known to have a value in, how often are we providing this option to our patients and how often do we fight its corner? It may be last in the alphabetical list for tests of its kind, but did the list save the best til last?



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**Blackwood Embedded Solutions** is an expert in the design of electronic products for a broad range of sectors, including medical, automotive, finance and consumer.



The company has a proven track record of getting clients to market within the shortest time possible, and they return to work with Blackwood Embedded Solutions time and time again. With a high percentage of clients in the medical sector, Blackwood Embedded Solutions works to exacting regulatory standards which result in more robust products. Blackwood Embedded Solutions works to ensure that all production level embedded code is produced to MISRA guidelines. Blackwood Embedded Solutions has a keen eye for quality and is ISO 9001 accredited but can also work within clients' quality management systems (e.g. ISO 13485). Support can be provided in risk analysis and FMEA analysis throughout the design process to meet the ISO 14971 standard. Blackwood Embedded Solutions often develops hardware and software in parallel to meet tight deadlines. The company is also happy to work collaboratively with other design agencies as appropriate to deliver the best outcome for the client.

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#### **Product/Service**

Electronics and software  
R&D for medical devices.

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#### **Objectives**

Seeking new medical electronic and software design projects to work on.



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**Copner Biotech** specialises in next generation 3D computer modelling and biofabrication.



Their 3D PETG cell culture scaffolds allow researchers to better model human disease in the lab using their own cells, and their 3D bioprinters are able to manufacture living human tissue constructs. These are particularly important for drug modelling and remove the need for animal testing. The company is also poised to utilise its technology in regenerative medicine, by commercialising its next generation 3D bioprinters to hospitals and pharmaceutical companies in the near future.

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### Product/Service

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- Graphical Rectangular Actual Positional Encoding (GRAPE) 3D modelling software.
- Custom and off-the-shelf 3D cell culture scaffolds.
- Microextrusion bioprinter – the GRAPE-S1.

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### Objectives

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Following on from the success of its first bioprinter prototype in the UK, Copner Biotech has designed and built the next generation of its extrusion bioprinters, the GRAPE-S1 Version 1.

This bioprinter comes with superior accuracy in head movement, multimaterial microfluidic control, clean room sealed environment and upgraded software modelling features. The company looks forward to officially launching the new GRAPE-S1 at Medica this November and begin selling its products and services across Europe for the first time.



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For over 40 years, **Dulas** has been a pioneer in renewable energy. Their mission is to develop and implement renewable energy solutions that improve lives, help to combat climate change, and support communities in the most rural parts of the world.



### Product/Service

One of the many innovative products developed by Dulas is the solar powered vaccine refrigerator which is manufactured in the UK. Dulas's range of cold chain products support vital immunisation programmes and exceed the stringent World Health Organisation PQS standards, meaning customers can rely on their performance, quality and safety. Dulas products help ensure that vaccines are accessible to all – no matter how remote their locations.

All Dulas refrigerators now have integrated remote temperature monitoring capabilities, allowing end-users to monitor the internal temperatures of their refrigerators from anywhere in the world, this is a crucial additional feature that assists in-country immunisation programmes.

### Objectives

- Meet key clients and new customers from across the globe.
- Meet with current distributors and search for new international distributors.
- Raise Dulas's brand profile within the global market.

- Increase awareness of Dulas's innovative products and services.
- Showcase the new 'Beyond Ready' smart vaccine refrigerators with integrated remote temperature monitoring.



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**Eakin Healthcare**, established in 1973, manufactures and supplies products and services to better address patient and clinician needs within Ostomy & Wound, Respiratory and Surgical therapies.



Eakin Surgical, part of Eakin Healthcare, provides single-use solutions that have been designed in response to the growing concerns over the cleaning of reusable fine lumen instruments – which are associated with high risks of patient-to-patient cross-infection. Located in Cardiff, South Wales, our manufacturing facility is equipped with clean room and ethylene oxide sterilization capabilities, complemented by skilled technical and research and development teams. By focusing on single-use instruments, Eakin Surgical strives to assist healthcare professionals in safeguarding patients through reliable instrument performance and sterility. While mindful of the environmental impact associated with single-use devices, Eakin Healthcare is committed to sustainability with a focus on continually improving its environmental performance, whilst creating social value. Ultimately, their objective is to enhance surgical outcomes for medical practitioners. Our international network of distributors is continually expanding, exporting to thirty territories globally. These relationships extend across Europe, Australia, New Zealand, South Africa, the Middle East, and Asia.

### Product/Service

Suctions, Pulse Lavage, Metal Instruments, Forceps, Rongeurs

### Objectives

- To meet with current distributors and search for new international distributors.
- Increase brand awareness within the global market.
- Grow our worldwide presence.
- Identify potential new products.



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**Genmed Enterprises** are a privately owned medical device manufacturer with a key focus in minimal invasive access surgery. The company manufacture a comprehensive range of disposable Trocars, Monopolar Instruments, Clip appliers, Retrieval bags and Veress needles.



They offer a truly valuable proposition to their customers and their management team has more than 30 years combined experience in the design, development, marketing, selling and manufacturing of medical devices. Their key focus is to develop close working relationships with healthcare professionals in order to understand the exact needs and requirements for each individual speciality where the Genmed products are being used. This understanding allows for the company to be at the forefront of new developments and ensure the product range is continually evolving to meet the end users demands. The company constantly strive to assist healthcare professionals with improved safety and efficiency in surgery whilst also providing improved patient outcome.

With manufacturing units, offices and warehouse facilities strategically situated in UK and Asia the supply chain is extremely efficient and flexible. This robust supply chain allows the company to manage their

partners requirements effectively and react to market demands in a timely manner. Genmed is an established provider into the UK market and works closely with their partners in other countries outside the UK to assist with the development of their International business.



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## **Growth.**

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.



A proud member of the Arjo family, **Huntleigh** has been committed to supporting healthcare professionals in improving outcomes and enhancing patient wellbeing since 1979. They do this through their proven solutions for Vascular Assessment & Treatment and Fetal & Patient Monitoring. With innovation and customer satisfaction as their guiding principles, Huntleigh strive for clinical excellence and improved performance, for life.

**HUNTLEIGH**

A MEMBER OF THE ARJO FAMILY

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### Product/Service

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Huntleigh, based in Cardiff, UK is a leading global provider of innovative and high-quality medical equipment for healthcare professionals. Proudly boasting world leading brands such as Dopplex, Hydroven, Sonicaid and Smartsigns, covering healthcare requirements in Vascular Assessment & Treatment, and Obstetrics & Patient Monitoring.

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### Objectives

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Develop Huntleigh's global reputation as a manufacturer and supplier of high-quality medical devices. Providing products, services and support that exceeds the expectations of their customers.



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Founded in 2015, **Jellagen** is a UK-based biotechnology company that develops, manufactures, and supplies medical grade Collagen Type 0 for use in tissue engineering and regenerative medicine.



Jellagen's specialist R&D team has over thirty years of expertise and know-how in biopolymer chemistry enabling innovative approaches to collagen fabrication.

Jellagen operates out of a 10,000-square-foot R&D, manufacturing, and commercial facility in Cardiff, Wales. We have top-spec laboratories, a class 7 clean room, and scalable manufacturing space all operating to ISO13485:2016 certification.

### Product/Service

Jellagen offers its scientific and commercial partners the opportunity to utilise Collagen Type 0 as an innovative biomaterial platform for a range of medical applications.

### Services include:

- Collagen Type 0 Biomaterial Supplier
- Medical Device Product Development
- Collagen-Based Product Development
- Custom Collagen Engineering
- Technology Licensing

### Objectives

It is Jellagen's deep belief to build sustainable sources for critical

biomaterials which do not carry the environmental and human health risks of traditional collagen sources.



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**Liquids Research (LRL)**, founded in 1990 by Professor K. O'Grady and Dr S. W. Charles, is a leading manufacturer of ferrofluids (magnetic fluids) occupying modern facilities in Bangor, North Wales.



The founders are internationally recognised as experts in the field of bio separation, magnetic liquids, ferrofluids, fluids and lead many research projects covering the fundamental aspects of these materials and other fields also based on fine magnetic particles.

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### Product/Service

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Ferrofluids and magnetic polymer spheres for bio applications and other magnetic composite materials are produced in the company's well-equipped laboratories augmented by access to additional research facilities through world class partners. The strong research and development base enables a fast response in the development of new specialist materials and products required to meet new technological demands.

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### Objectives

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To further promote the range of bio products available to a global audience and promote research collaborations with industry and academia.



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**Llusern Scientific** has developed a molecular diagnostic analyser for low cost, accurate testing for use in primary, secondary, community and emergency care settings.



The analyser, Lodestar DX, uses LAMP technology to amplify and detect DNA and RNA to identify a wide range of bacterial and viral targets. Lodestar DX has a small footprint, a low manufacturing cost and is suitable for human clinical and veterinary applications.

Llusern's first product will be a Urinary Tract Infection (UTI) test panel that tests for the presence of six pathogens in a single microlitre of urine.

UTIs are a global healthcare problem with an estimated 150m cases a year. One in two women will get a UTI in their lifetime with elderly patients being a second highly vulnerable patient group. Despite this prevalence there are very few diagnostic tools currently available for UTIs.

The need for better diagnosis of UTIs is exacerbated by the need to reduce the volume of antibiotics prescribed for suspected cases in order to counter the impact of antimicrobial resistance (AMR). AMR is considered to be a healthcare timebomb by the global professional medical community.

Llusern's mission is to help reduce the antibiotic burden by improving UTI diagnosis at the point where it is needed most.

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### Product/Service

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Molecular point of care diagnostic tests, primarily for UTIs.

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### Objectives

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1. Market assessment for UTI testing from medical and veterinary markets.
2. Identification of potential distributors.
3. Opportunities for collaborations on future tests and applications of Llusern's technology.
4. Identify potential competitors.
5. Raise company profile.



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The Life Science Network for Wales.  
Founded in 1992, **MediWales** is the  
independent life science network for  
Wales, a not-for-profit limited company.



We work on behalf of the Welsh life science sector, creating business opportunities and partnerships for our members, supporting global trade development, improving access to vital clinical expertise and engaging with government to align support with sector needs. We recognise and celebrate our members' success and promote the strengths of the sector within Wales.

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### Objectives

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Our focus is creating opportunities for our members. We support over 180 members from the medical technology, diagnostic and pharmaceutical industries, NHS health boards, university departments and professional services and suppliers. We create collaboration through our publications and popular programme of events that focus on strategic issues for the life science industry, including regulatory updates, market access, finance and funding, clinical unmet needs, international trade and a range of special interest groups.



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**Microchip Caldicot** specializes in miniaturizing electronics, giving clients a competitive edge. They excel in enabling wireless connectivity and customizing medical implant pulse generators.



A proven track record in developing and manufacturing next generation, miniaturized electronic modules. Microchip Technology Inc. is a leading provider of smart, connected, and secure embedded control solutions. Their user-friendly development tools and extensive product portfolio enable clients to create optimal designs, reducing risk and time to market. Serving over 125,000 clients in industrial, automotive, consumer, A&D, communications and computing.

### Product/Service

- Design, develop, assemble and test miniaturised medical implant modules using embedded SiP technology; advanced PCB assemblies.
- Solutions for cybersecurity, embedded Intelligence, connectivity, Machine Learning/Artificial Intelligence (ML/AI), edge computing, and power management and conversion.
- Reduce risk and time to revenue in developing telehealth, connected drug delivery and clinical devices.
- Support medical device designers in creating FDA Class III devices and help them meet ISO 13485, IEC 62304, IEC 61508 etc.

### Objectives

To generate new leads and opportunities



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For nearly 30 years, **PDR** has been creating distinct, successful and award-winning products for innovative companies ranging from start-ups to blue chips across the world.



Ranked as the No1 Design Agency in the UK and in the top5 in the US and Europe by the two leading global design ranking organisations PDR has made hundreds of products covering everything from consumer goods to complex, life-critical medical devices from discovery and pipeline mapping through conception to successful market launch and beyond.

Trusted by many of the world's leading brands, PDR prides itself on repeatedly developing solutions that truly connect to users and challenge markets. Solutions which are consistently completed to budget, to target and on time.

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### Product/Service

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- Product Design Industrial Design, Service Design, Consumer Insight.
  - Human Factors, Medical Device Design, GUI Design.
  - Research, New Opportunity Identification and Execution.
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### Objectives

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To grow business and presence in Medica and the surrounding area, seeking collaboration with innovative

organisations seeking support and assistance in developing new products and services for both domestic and international markets.



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**Reactas'** mission is to improve the quality of life for severe food allergy sufferers globally through accurate diagnosis and therapeutic monitoring. With world leading scientific and clinical experts in food allergy, the business has developed an innovative and easy to use food allergy diagnostic kit which is currently in use by clinicians as part of numerous clinical trials around the world.

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### Product/Service

Reacta's technology is addressing an unmet need for standardised, stable, accurate & fully masked high-quality Oral Food Challenges (OFC's).

OFC's are the gold standard for food allergy diagnosis. Blood tests and skin prick tests for food allergy yield many false positive results leading to many "worried well" who may be placed on inappropriate and expensive therapies. Furthermore, false negative results may leave allergic patients at risk of accidental exposure.

OFC's have been shown to improve the quality of life of patients as they can give individuals an indication as to whether they are likely to react to foods carrying 'may contain' allergen labels. Reacta's products are manufactured in a world-class Pharma GMP accredited facility.

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### Objectives

Reacta aims to be the first regulatory-approved OFC available on the market.



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**Red Medtech** provides expert technical, regulatory, quality, and project management consulting for medical device developers. With over 20 years of hands-on experience in healthcare technology, engineering and manufacturing, Red Medtech helps clients deliver innovative patient care solutions to market.



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### Product/Service

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Healthcare is a complex, regulated industry, so companies rely on Red Medtech for specialist guidance and practical support. Drawing on extensive professional experience, Red Medtech offers flexible consulting solutions tailored to diverse customer needs – from startups to multinationals. Red Medtech provides engineering compliance expertise supporting healthcare projects from concept to production, certification and post-market.

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### Objectives

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Red Medtech is a trusted partner dedicated to customer success, helping companies navigate the regulatory landscape to develop safe medical devices and achieve certification including ISO 13485, EU MDR CE mark, UKCA, and US FDA.



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**RFID Direct** has over 30 years of experience in deployment of RFID technology and how to implement these into many various manufacturing industries. For many years they focused on the tags alone and have built many bespoke RFID tag solutions for many industries.



The ever-increasing regulations with regards to sustainability are adding to these pressures. Although these regulation requirements will mean different things to different industries it will have at least one common factor, which is the need for traceability of products during as well as after the manufacturing process.

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### Product/Service

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The solution for these problems is based on identifying individual items, assets and automatically capture the scanned data, registering these as an event in the software system.

RFID Direct has developed several mobile apps and fixed modules ready to be integrated in a complete software suite or exchange data with existing management systems.

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### Objectives

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Manufacturing companies that can benefit from reverse product traceability of their products through the production line. Improve efficiency, reducing waste and costs.



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Established in 1971 **Roma Medical** is a leading Global supplier of hospital and rehabilitation equipment. Operating from its modern production facility located in South Wales, UK, Roma Medical continues to produce quality products to the highest international standards using only the very best raw materials.



### Product/Service

The product range can be split into five areas, which are:

- Patient Transfer Devices
- Acute Care Ward furniture
- Aids to daily living products
- Mobility scooters and powered wheelchairs
- Custom made sports wheelchairs for rugby, tennis and dance users

Having supplied Healthcare institutions' internationally for over 50 years, Roma Medical is proud to have provided hospitals with innovative and durable medical equipment fully supported by the professional after sales team.

### Objectives

To extend the reach of the Roma Medical range of products through existing and new relationship development with international distributors and healthcare establishments.



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**Ruth Lee** is an established and successful family business with strong core values, nestled in picturesque North Wales, in the United Kingdom. Over the last 30 years we have established ourselves as the world's leading manufacturer and provider of life-like manikins & training aids, used by rescue training experts in over 40 countries across the globe.



Our key customers include Fire & Rescue Services, Paramedics, Ministry of Defence, Airports, National Lifeboat Institutions & Coastguards, Offshore operators, Health & Safety Officers, Care Home workers, and a multitude of International Search & Rescue organisations.

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### Product/Service

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Ruth Lee offers a wide range of products to suit different training exercises. Common applications include, Patient Handling, Bariatric, Emergency Evacuation, Full Bodied CPR/AWM, Drowning Simulation, Firehouse Rescue, Vehicle Extrication, Man-Overboard, Water Rescue, Working-at-Height & Confined Space rescue, Body Recovery and Mass Casualty training.



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**Ultrasound Technologies** has over 30 years history of developing state of the art medical electronic products for itself and other medical companies, all manufactured and distributed from its fully medical CE and JPAL approved manufacturing plant in Caldicot, South Wales.



### Product/Service

Our main product ranges are: –

- Fetal and vascular Dopplers, including the market leading Paediatric nephrology vascular doppler and vascular veterinary Doppler, with over 100,000 units in use worldwide.
- Fetal monitoring with the highly integrated Fetatrack 310s2. One unit covers both Antepartum and Intrapartum applications, with simple to use upgradeable digital transducers.
- Colonography with CO2 Insufflation using the state-of-the-art MedicCO2LON CO2 gas insufflator to allow safe and pain free colonic insufflation.
- MPS II macular pigment screening device.
- New product introductions can also be viewed at the Ultrasound Technologies stand.

The company also undertakes contract design and manufacture of electronic medical products.

### Objectives

The Company's objectives at Medica are to connect with existing

distributors, introduce new products and update distributors on changes to existing products, and to meet new distributors and dealers worldwide.



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**UK Digital Health** is a pioneering, independent consultancy providing strategic direction and market access for SMEs in the Life Sciences, MedTech, Pharmaceutical and Digital Health Tech sectors. UK Digital Health was founded in 2022 and is a consultancy based in Wales in the UK.

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### Product/Service

UK Digital Health is passionate about improving healthcare through innovation. The services we specialise in are:

- Market Access
- Value Based Healthcare
- Reimbursement
- Service and Pathway Redesign
- Route to Market
- HTA Submissions

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### Objectives

Our role is to partner strategically with innovative companies to support them on their journey in realising their products market potential. The ultimate goal is to enable patients to have access to the best products, services, and treatments. Ensuring that the great innovations being developed, see the success they truly deserve.



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MD & Founder

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With a heritage dating back more than thirty years **Williams Medical Supplies** are the UK's leading supplier of medical disposables, equipment, pharmaceuticals, family planning products and medical services to the Primary Care market. The parent company is DCC Vital plc, part of the FTSE 100 and one of the UK and Ireland's largest companies.



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### Product/Service

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Medical disposables, equipment, pharmaceuticals.

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### Objectives

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The business is looking to increase export sales as well as potentially source new products to market both in the UK and abroad



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Business Manager

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