

Terumo plans establishing Mexico as a training hub for Latin America

TOKYO (Nikkei)--Terumo Corp. (4543) is expanding the scope of its technical support in emerging economies for training in TRI cardiac catheterization, which entails inserting a catheter through a blood vessel in the wrist instead of the femoral artery in the leg.

TRI is trickier to perform than conventional cardiac catheterization but imposes a much lighter burden on the patient.

Terumo aims to raise awareness in the emerging economies and provide more training to fill a shortage of doctors skilled in the surgery, expanding the global market for its TRI catheters and related products.

The firm now has about 30 TRI surgery devices at bases around the world, lending them out to local surgeons. At the request of specific countries, it launched in 2004 its business of dispatching doctors to emerging economies to provide support for TRI training. Terumo has since expanded the business to 14 countries, including markets in Asia, Central and South America, and the Middle East.

Now the company is stepping up this effort. It will increase doctors dispatched each year by around 20-30% and lift the number of countries to which they are sent to roughly 20 in 2012 and 25 or so in 2013. The plan includes establishing Mexico as a training hub for Latin America.

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