

# Pega Medical News

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## PEGA MEDICAL Wins MercadOr 2010 Exporting Award

Laval, Quebec, May 20th, 2010 – Pega Medical Inc —a medical device and bioengineering company dedicated to the development of Paediatric Orthopedic Devices —announces that the Company has won the MercadOr 2010 export award in the category of 'New Exporter' at the 12th annual MercadOr Awards Gala held on May 20th in St Eustache, Quebec.

An initiative by Laurentides International, Laval Technopole Export, and Lanaudière International, the MercadOr Awards recognize the achievements of Quebec-based companies in three categories: 'New Exporters', 'Market Diversification', and 'Export Leader'. Pega Medical won in the 'New Exporters' category based on the following criteria:

- Over 10% of the Company's sales were derived from exporting
- The Company exported for a minimum of 5 years
- The Company should have an established export strategy in place

The MercadOr Awards program is organized in partnership with the Business Development Bank of Canada, Canada Economic Development and the Ministère du Développement économique, de l'Innovation et de l'Exportation in the three regions of Laurentides, Laval and Lanaudière.

About Pega Medical:

Pega Medical specializes in the design, evaluation, manufacturing, and regulatory submission of medical devices and surgical instruments. Services include conceptual and detail design bioengineering (CAD, FEM, 3-D modeling); ergonomic and industrial design; testing, contract manufacturing; forensic bioengineering; regulatory submissions; technology transfer and commercial contacts.

The company commercial division focuses on the development, manufacturing and distribution of Paediatric Orthopaedic Devices in international markets. Currently exporting to over 45 countries, 95% of the sales are generated outside Canada. Other products in areas such as Orthobiologics, Maxillofacial reconstruction and Spinal surgery complete the company's portfolio. For more information about Pega Medical, contact the company at 1105 Autoroute Chomedey, Laval, Québec, H7W 5J8, email: info@pegamedical.com, Tel (450) 688-5144, Fax: (450) 688-1977, or visit the company web site at www.pegamedical.com



A Canadian company offering a highly specialized product cannot survive if it depends solely on domestic sales.



**Mr. Ariel Dujovne**  
President

**New Exporter**  
PEGA MEDICAL

Pega Medical is a company specialized in the conception, development, evaluation and manufacture of medical devices. About 15 employees make up their operation in Laval, including bio-engineers, industrial designers and ergonomists, all specializing in paediatric orthopedics. Repeated successes around the world have made Pega Medical a global leader renowned for its development of orthopedic implants for children.

In 2003, Pega Medical began exporting to the U.S. A year later, the company began forays into the European market. "We have 20 distributors worldwide that market our products. We have established markets in South America, the Middle East, Malaysia and Australia. Our next target is Asia, particularly China and Korea. However, this market is difficult to penetrate: regulatory organizations there are exceedingly slow," says Pega Medical President Ariel Dujovne.

The company built its reputation with its Fassier-Duval nails, used in children with Osteogenesis imperfecta, a disease that leaves bone extremely fragile. The expandable titanium nails, known throughout the world, permit bone solidification while keeping pace with the child's growth. "It's thanks to parents from a number of different countries who passed on the good news about our implants and who spoke with their physicians that we began receiving orders from all over and thus began exporting," says Dujovne. For Pega, the principal challenge is getting approval with regulatory bodies. Each country has its own way of doing things, making the process sometimes long and arduous.

For Pega Medical's president, export activity is the company's bread and butter. "Today, 45% of our sales are generated overseas, 50% in the U.S., while a mere 5% are domestic in origin. It's obvious that exports are crucial. A Canadian company offering a highly specialized product cannot survive if it depends solely on domestic sales."

For more information on Pega Medical, contact Ariel Dujovne at 450 688-5144.  
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