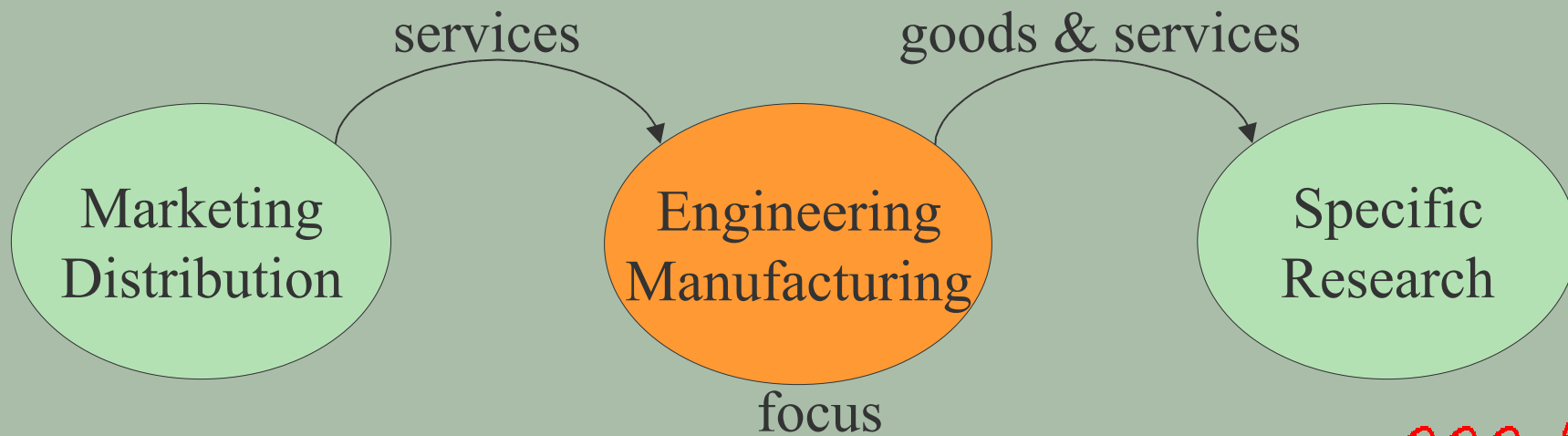




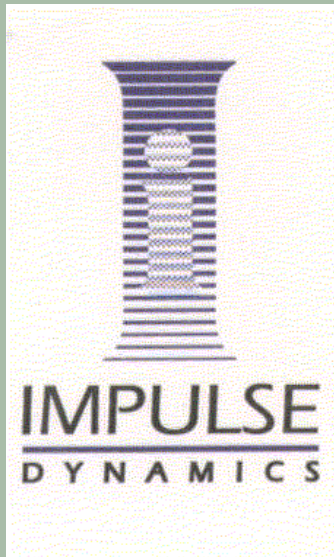
Our company

- 🐣 **Medical Devices**
- 🐣 **Some years of experience in the global market**
- 🐣 **Two divisions:**
 - **Stimulators**
 - **Prototyping services and research projects**



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Some projects



Latin America

- ☞ Little technological background
 - Difficulties in linking Universities and Research groups with market needs
- ☞ Very little “technological” credibility
- ☞ Lack of regional Agencies and policies
- ☞ Good human resources
- ☞ Markets growing

Cooperation Areas

☞ Regulatory

- ISO 9001, EN 46001
- CE mark

☞ Technology Transfer

☞ Access to capital intensive developments

- ASICs

☞ Customising products and technologies to LA needs

☞ Development of new technologies and applications with good cost-benefit ratios

Our experience

☞ Regulatory

- ISO 9001, EN 46001
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☞ Technology Transfer

☞ Access to capital intensive developments

- ASICs

☞ Customising products and technologies to LA needs

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Lessons Learned

☞ Quality Assurance

- Objective measure of quality
- Process and Product improvement
- Regulatory compliance

☞ Certification is mandatory

- Improving
- Building international credibility

Lessons Learned

☞ Legal Considerations

- Foreign Laws
- Good and bad experiences

☞ It is not easy (at least in our case)

- Engineers and Lawyers
- Learning through experience

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Lessons Learned

☞ Localisation

- Language and cultural differences
- Software
- Documentation

☞ Localisation must be addressed in the design phase of projects

- Otherwise quality will be undermined

Lessons Learned

☞ International Integration

- Language and cultural barriers make it difficult to build comfortable work relationships

☞ However:

- It is possible
- Multicultural resources can be very effective

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LD-PACE project

☞ Comercialization

- Illini Group, US

☞ Specification

- Broussais Hospital, France
- Millwaukee Heart Center, US

☞ Development

- CCC

☞ CE Mark

- TecnoMed, Spain

☞ 1st Workshop

- Broussais Hospital

☞ 1st Implant

- Bahamas Heart Centre

Lessons Learned

☞ Project-Product transition

- A successful project is not necessary a successful product
- Cooperation with Agencies and Centres is not enough

☞ Companies know-how is needed to address regulatory and market issues

Lessons Learned

- ☞ It is easy to cooperate with European Agencies
- ☞ It is difficult to cooperate with European Companies
 - too vertical
 - less open than US companies
 - outsourcing?

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Lessons Learned

☞ Agency-Company cooperation

- Several Latin American Governments do not understand the major role of technology in the global world
- Several Latin American Companies deal directly with European entities rather than with their own Governments

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Lessons Learned

☛ Local Resources

- Excellent technical education
- Highly trained personnel remain in their homeland
- Specialised parts can be obtained locally

☛ Relatively low cost

Opportunities

- ☞ Latin American markets are growing
- ☞ Joint-Venture opportunities for:
 - adapting products and technologies to Latin American needs
 - developing new technologies and applications improving cost-benefit ratios
- ☞ Some Latin American Companies are able to play in the global market

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Looking from the south...

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The global world

- ☞ An integrated world needs integrated societies
- ☞ A consumers-only Latin America is not viable any more
- ☞ It will not help in building an integrated world

The partners

- ☞ Latin America high-tech sector is in good position to:
 - participate in international cooperation efforts
 - contribute to the internal development and integration of our region
- ☞ European partners can:
 - catalyse the development process making it sustainable
 - obtain tangible and immediate benefits

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Thank you

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