Samsung Medison Pledges to Become a World-Class Medical Device Company

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CYPRESS, Calif., May 9, 2011 /PRNewswire/ -- Medison and Samsung Electronics jointly announced a new corporate identity of Samsung Medison. The combined company, a joint partnership between Korea's leading diagnostic ultrasound equipment manufacturer and one of the world's largest and most technologically-advanced electronics and consumer goods companies, has outlined a new vision of transforming itself into a global leader in medical device industry.

Mr. Sang-Won Bang, CEO of Samsung Medison, launched the new corporate vision of 'New Vision into Life', and announced company's goal of becoming one of the world's top 4 diagnostic ultrasound firms. Samsung Medison aims to become a world's best medical equipment manufacturer by 2020.

Mr. Bang added, "With a launch of the new corporate name, Samsung Medison, we will put customer satisfaction at the top of our priority list by providing the very best in quality and service, in line with Samsung's global image. We will dramatically increase our investment in research and development, and will do our best to promote human health and happiness by securing the best in scientific and human resources in the medical device industry."

Samsung Medison will combine Samsung's resources, digital technology and experience of growth worldwide with Medison's technological prowess and established market presence. The company will continue to invest more than 10% of its annual sales in R&D, and will expand investment in marketing strategies such as holding global academic conferences and seminars. In addition, Samsung plans to have more than 10,000 employees in its medical equipment business by 2020.

About Samsung Medison

Samsung Medison is Korea's leading diagnostic ultrasound company. Founded in 1985, the company is now selling cutting-edge medical devices in 110 countries around the world, with some 85% of its sales coming from outside of Korea. The company has attra
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