

OSSTEM Implant announces opening of the new subsidiaries in Europe

## Global company expands

South Korean company OSSTEM Implant is significantly expanding its business activities in Europe this year. In the first half of this year, OSSTEM opened new subsidiaries in Spain and France, and this will be followed in the upcoming months by the opening of other new subsidiaries, including in Netherlands or Portugal.

OSSTEM Spain is based at 32 Avenida de Manoteras in the Sanchinarro neighbourhood of Madrid.

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This strategic move aims to enhance the company's share in the European dental implant market while extending its product offerings to new European customers.

Today, there is no doubt that dental implants represent one of the most effective methods of replacing missing teeth, and interest in them is constantly growing. OSSTEM Implant is currently the third-largest producer while in view of the sales volume it has ranked first for six consecutive years selling 7.9 million implants per year.\* In the upcoming years, the company aims to increase its share in the European market, which is currently dominated by traditional European implant brands.

J.M. Lee, Executive Managing Director of OSSTEM Europe: "In the past 25 years, we have been able to convince dentists and their patients about the advantages of our high-quality and innovative prod-





Mr Miguel Nam (middle) with the OSSTEM Spain sales team.



Mr Sangdae Seo (middle) with the OSSTEM France sales team.

ucts. We believe that thanks to our expanded business network through subsidiaries, we will be able to reach more clients and offer them the possibility of modern and effective implantology services with more affordable price conditions."

### Hybrid cooperation

The potential and opportunities perceived by OSSTEM Implant in these markets played a role in the decision to choose countries where it has direct sales representation. The company however has made clear its desire to maintain good relations with established business partners.

Minki Cho, European Sales Division Managing Director: "Since 2006, the dealer companies have been helping us establish ourselves in the European markets, for which we are very grateful. In the future, therefore, we will prefer a hybrid model of cooperation. Our subsidiary companies will focus on new business opportunities and building more market share. In this respect, we are sticking to our motto 'Together has no limits'."

The opening of new subsidiaries represents a significant cost-saving effect for the brand's existing dealers. Subsidiaries will take over the costs related to serving the market in the form of storage and distribution as well as marketing activities.

The opening of new subsidiaries also brings many new job opportunities. Sales representatives, specialists in finance, marketing, human resources, and distribution will find employment in individual countries.

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