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C-RAD is starting a subsidiary in China

C-RAD AB with its five fully owned subsidiaries are all active in the field of radiation therapy. Markus Braun has been appointed as President for C-RAD in China and will be responsible for sales in China & Asia Pacific. The office will be located in Shanghai.

Both Sentinel and Catalyst systems have been installed in Asia and Asia Pacific. With the exception of Japan the C-RAD products will in 2012 be available on all major markets in Asia. There are in the region about 2 500 radiation therapy centers.
The sales strategy is to focus on direct sales on major markets. Within his new position Markus Braun will also be responsible for the established distributor network in the region as well as the regional representations of the CT and linac vendors.

The increasing number of worldwide recognized radiotherapy centers in Asia opens up an important market for C-Rad products.

Markus Braun has lived in China for many years and understands the “doing business” in China and Asia Pacific. He speaks fluently Chinese and Japanese.

Erik Hedlund, CEO, C-RAD AB:

”Part of the C-RAD sales strategy is to focus on direct sales on major markets. Previous results prove the success. By setting up a local representation C-Rad has the opportunity to build up a direct relation with key customers in the region. Presence on local conferences will increase the awareness and build up the C-RAD brand in China and Asia. This step is an important milestone to show that C-Rad is worldwide partner for patient tracking in radiation therapy.”

Markus Braun:

“The radiation therapy market in China and Asia Pacific enjoys double digit growth over years. China as the major market offers great opportunities. Excellent contacts, fast decision making and smart conceptual actions are essential. I see with C-RAD great challenges with great opportunities for the Sentinel and Catalyst systems.

I am very happy to part of the future of C-RAD in China and Asia Pacific. ”

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About C-RAD AB

C-RAD develops new and innovative solutions for the use in advanced radiation therapy. The company group of C-RAD offers products and solutions for patient positioning, tumor localization and radiation treatment systems. End users are radiation therapy clinics worldwide. All product development is conducted in three fully owned subsidiaries; C-RAD Positioning AB, C-RAD Imaging AB and C-RAD Innovation AB. C-RAD Imaging AB is located in Östersund while the other companies are located in Uppsala. Numbers of employees are currently 22 people. The activities in C-RAD AB originate from research and development at the Karolinska Institutet in Solna. Sales of the company's first product, the C-RAD Sentinel™, started in 2007. Cooperation agreements have been signed with the Swedish company Elekta, the US company Varian and the Belgian company IBA. C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has founded two companies for direct sales, C-RAD Incorporated in the US and C-RAD GmbH in Germany. C-RAD AB is since March 2010 listed at Nasdaq Omx First North Premier.