

Qlicksmart teams up to help exporters

Liliana Molina



QLICKSMART medical sales engineer Oliver Mason with the scalpel removal flask. The Brisbane medical devices maker recently launched its second product, a sterile single-handed blade remover. Picture: Jeff Camden

A BRISBANE medical devices maker has joined forces with its distributor to help other emerging businesses get their products into the \$824 million export market.

Having learnt of the time and cost in getting a product into hospitals, Qlicksmart managing director Michael Sinnott said the link with its distributor Smartstream would help other inventors.

"The real challenge (in marketing a new product) is selling. Managing distribution is the hard part," Dr Sinnott said. "There is an art to finding the right distributor and what we've learnt from 10 years in trying to get a distributor is that we need to be bigger.

"Other inventors will be able to have their products in other countries in three to four years instead of 10 to 12 years."

Dr Sinnott said while the focus from the Government was to fund research and development and marketing, learning to work with distributors was the challenge for inventors.

"The cost of getting it to market is 10 times what you spend on research and development and marketing," he said.

"We're now lobbying government on how to support biotechnology and help with channel management (and) negotiating with a number of other local inventors with the idea of Qlicksmart helping with R&D, approval and commercialisation."

Qlicksmart recently launched its second product, a sterile single-handed blade remover, after the success of its blade remover, now distributed in more than 30 countries.

Its original product was invented by Brisbane doctor Neville Henry who developed a disposable container to safely remove and store used blades.

Dr Sinnott said if he had known how hard it would be to get the scalpel blade remover to users he would never have proceeded with the business.

"But if I knew then what I know now, I would have gone ahead," he said.

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Now the margin's likely to finish the year at just 1.25 percentage points. Do we have to lift our rates, whether we like it or not?

The short answer is

no. It's hard to see that even official rate parity with the US would cause the flow of capital down to us to dry up.

More to the point, the RBA sees no risk of that happening.

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