

# Healthy Supplies

Supplier of high quality equipment and machinery, Technology Links, attended the Arab Health 2011 exhibition in Dubai and secured new contracts with UK suppliers, with help from UK Trade & Investment



*Technology Links (Pvt) Ltd*

## Fast facts

**Company:** Technology Links  
**Industry:** Healthcare and Medical Technologies

[www.technologylinks.com.pk](http://www.technologylinks.com.pk)

Technology Links was formed in Pakistan in early 1989 as a Private Limited Company for supplying high quality instruments from manufacturers around the world. Up until the late 1980s, scientific instruments from abroad had been sold in Pakistan as any other commodity, such as wheat or sugar, where the traders had little training or knowledge in the products they dealt with, resulting in purchasers often buying unsuitable products. Kalim Farooqui, founder of Technology Links had identified a gap in the market. He believed that there was a business opportunity to create a company that provided a comprehensive sales service with an additional aftercare provision, ensuring only the most suitable and relevant products were offered to clients. So, he set about creating a company with performance, quality and integrity at the heart of its operation.

Sourcing suppliers from around the world became a priority and Technology Links created strong links with reputable manufacturers from Japan, the US, the Netherlands and the UK. The company initially supplied equipment to the medical and education sectors and

over the last 20 years it has expanded to include the research, technical and engineering sectors. It also offers an end to end service for its clients, dealing with all aspects of counsel, planning, arranging finance and the implementation of new projects. The company also has an application laboratory offering procedure training to professionals from the pharmaceutical industry and other certified testing facilities. To date, the company employs 110 people, has offices in all the major cities in Pakistan and has worked on projects for clients in the Far East, Indo-China region, Central Asia and Africa.

“Quality health care equipment was in short supply in Pakistan, mainly because local manufacturers were yet to produce

high quality medical equipment of international standards,” says Ahmed Wasif, Deputy General Manager at Technology Links. “In the beginning we used grants from foreign countries to finance bringing high tech equipment into Pakistan. For the first time, we were able to offer a solution to customers in sectors such as medicine or education, areas that desperately needed quality equipment but that lacked the expertise to utilise the funds. I am proud to say that we have helped facilitate the development of our country by ensuring that some of our key institutions have access to world-class equipment.”

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## Building relationships

Given the international element to its business, Technology Links has created strong links with UK Trade & Investment (UKTI) in Pakistan.

UKTI's unique role in helping UK suppliers and manufacturers of equipment to gain access into the Pakistani market had been successful over the years, particularly in the country's education sector, but in the healthcare sector things had started to change.

"The medical market changes so rapidly," says Ahmed. "By 2008 we only had a small range of manufacturers that supplied equipment in three main fields: radiology; physiotherapy; and infant and paediatric ventilators. But, we could see an increasing move towards remote monitoring of diseases. With the new investment that private healthcare providers were bringing to the market, we knew we needed to make contact with suppliers of technology that met this demand."

## Getting help

Technology Links had attended the Arab Health Exhibition and Conference in Dubai regularly, to secure new principals. The company's previous experience of the event was not very encouraging, it had only partially been able to access key decision makers, and as a result it had

been marginally successful in gaining any new business. With its new mission in mind, Technology Links was prepared to try again and turned to UKTI's Pakistan team for advice.

Keen to help, UKTI quickly arranged for Technology Links to join its own delegation at the Arab Health Exhibition 2011. As part of the delegate's programme, the company attended a pre-exhibition networking meeting with international buyers and UK suppliers of medical equipment. During the exhibition the company was able to establish interests with 24 potential UK suppliers, out of which 16 manufacturers showed an interest in signing a sole distributor contract with Technology Links.

"UKTI seems to hold the key," says Ahmed. "Through them we met UK manufacturers willing to supply into Pakistan and more importantly, we met the crucial decision makers who were able to take our relationship further. Now we are engaged with 12 medical equipment manufacturers and suppliers from the UK, which in turn has helped us to broaden our scope to achieve greater success and to access a whole new market in the medical sector back home in Pakistan. UKTI have been so effective, and there is no doubt that we could not have achieved this without their help. Now I just have to find the time to handle all this new work!"

## Sourcing a UK Supplier or Partner

The UK is a world class supplier of goods and services. One fifth of all medicines globally are developed in Britain, and in the creative industries, British fashion designers such as Paul Smith and Stella McCartney are household names.

Whether your requirements are for the innovative or the traditional, you'll find the UK an easy country to do business in and with. In fact, we're ranked no.1 in Europe and fifth globally for ease of doing business: <http://www.doingbusiness.org/economyrankings/> by the World Bank.

If you're based outside the UK and are looking for a supplier or partner, it's best to start by talking to the UKTI commercial team in your local market. We can put you in touch with an appropriate and reliable supplier, either from our existing contacts or by putting the word out to the many thousands of UK businesses who receive global supply requests via our business opportunities service.

For more information visit: [www.ukti.gov.uk](http://www.ukti.gov.uk)

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## The UK - Europe's leading investment destination

Many companies relocating and developing their global business choose to do so in the UK. Operating in English gives them a natural advantage when communicating globally, and, being located on the doorstep of Europe, the UK gives easy access to the 27 member states of the European Union.

The UK is also the easiest place in Europe to set up and run a business. For example, it only takes approximately 13 days to set up a business in the UK, compared to the European average of 15 days. And the UK's corporate tax rate is one of the lowest in the industrialised world, at only 28 per cent.



UK Trade & Investment is the Government department that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.

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