



THE MARKETECH GROUP

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**THE MARKETECH GROUP, LEADING VOC MEDTECH FIRM,  
EXPANDS GLOBAL PRESENCE TO LATIN AMERICA  
Move Signifies Steady Growth in Brazilian Market**

**Davis, California, March 25, 2009** – The MarkeTech Group ([www.themarketechgroup.com](http://www.themarketechgroup.com)), a CASRO certified, full service international marketing research firm focusing exclusively on medical technology, today announced the expansion of its operations into South America.

The MarkeTech Group (TMTG) is establishing its new regional office in São Paulo, Brazil. The emerging Latin American market triggered this expansion to Brazil, the BRIC country identified as “the engine of growth” in the region by Goldman Sachs. This move by TMTG parallels other major medical technology firms who have opened new locations in Latin America in reaction to steady market growth in this region.

TMTG Senior Consultant and Regional Director, Dr. André Zeitlin, will be heading the São Paulo office after spending several years in the company headquarters in Davis, CA. “We have seen a steady growth of marketing research projects that include Brazil and other Latin American countries in the past several years, says Dr. Zeitlin, a native Brazilian who brings fresh ideas to the company in terms of expansion and vision toward the future. “This is a well sustained trend as the region has clearly stepped up its economic stability with strong repercussions in demand for healthcare services. I am thrilled with the opportunity to go back to Brazil and offer TMTG’s expertise to the local Med Tech industry, as well as to better service our international clients that have a special interest in the region.”

Christian Renaudin, CEO of TMTG, is equally optimistic about TMTG’s future in the region, saying, “We are very excited about this expansion, which promises new opportunities for medical technology companies that have strategically placed operating facilities in Latin America. Likewise, Brazilian companies can leverage a regional office to access both domestic and international markets.”

In addition to their US, EU and Latin America presence, TMTG utilizes strategic alliances in China, India, Australia and Japan where partners are trained using TMTG defined strict standards for field work. With such a strong global presence, TMTG has never been better positioned to deliver high level uniform quality marketing research studies to its international clients.

About The MarkeTech Group, LLC:

TMTG, ([www.themarketechgroup.com](http://www.themarketechgroup.com)) an international marketing research and consulting firm focusing exclusively on medical technology since 1996, is the leading ad hoc Voice-of-Customer (VOC) solution provider in medical imaging. With offices in the US, EU and now Latin America, TMTG combines deep clinical knowledge and marketing research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

If you would like more information about this topic, or to schedule and interview with Dr. Zeitlin, please contact The MarkeTech Group at 530/792-8400.