

# The LUMENARY

Lumenis employee newsletter

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## Eastward and Upward

### Lumenis China



**Sales in China are growing steadily, with the aesthetic and refractive businesses leading the way**

China is Lumenis' number three country in sales, and shows no indication of stopping there. In 2001, Lumenis China had revenues of \$17 million, making it the country's leading medical laser company. With its strong brand name, market presence and service, Lumenis has cornered 70 percent of the Chinese market share. Its three new ultra-modern



**Zhai Qi Ying**

offices – bringing the country's total to eight – provide a firm business infrastructure for continued growth.

"Forget about our historical goals of 10-20% growth – we can double or triple our business," says Zhai Qi Ying, head of Lumenis China, and the driving

force behind its success. "Only people can make a difference," says Zhai. "That is why my main mission is to build an infrastructure and management team that will support a business plan in the next few years. Lumenis is the worldwide leader in the industry. We have great products,

we have a lot of resources, we should use them and develop the business more aggressively."

*"Forget about our historical goals of 10-20% growth – we can double or triple our business."*



**Jon Pearson,  
EVP Asia Pacific  
Operations**

It would be a vast understatement to say that China represents a huge market, with its population of 1.2 billion and steady economic growth. With a government-run health system, China has some 16,000 hospitals, of which about 900 are target customers. Of great interest to the aesthetic area, the country

boasts some 100,000 salons.

Despite its enormity, the Chinese market demands a fresh business approach, says Zhai,

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