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Malaysian-made device draws interest from Mideast

DUBAI: A Malaysian-made disposable circumcision device piqued the interest of visitors at the recently-concluded Arab Health 2010 exhibition here.

Judging from the favourable response, Machu Picchu Medicare Sdn Bhd marketing manager Arifabillah Idris had good reason to be excited about the prospects of marketing the product in the Middle East region.

He described his company's participation in the show under the umbrella of the Malaysia External Trade Development Corporation as an eye opener.

"This is the first time that we've come to this part of the world. The device is being marketed so far in

Indonesia, Australia and Sweden," he said.

Arifabillah said he received inquiries from several parties keen on becoming distributors of the product in the region.

"We got inquiries from places like Saudi Arabia, Jordan, Oman, Yemen and Pakistan, among others. There's also a request for us

to present the product at an event in Saudi Arabia," he said.

"I'm very excited about this market. I brought with me quite a lot of samples but I've none left," he said of the product first introduced in 2005. He explained that among the advantages of the item is that it would take lesser time for doctors to perform cir-

cumcision on patients but faster time to heal compared to conventional methods.

"The beauty of the product is that patients could straight away

put on their trousers, for example, after undergoing the procedure if they so wish. "There's less bleeding and minimal do's and don'ts. But some people may opt to be more conventional in dealing with the recuperation process," he said.

Available in several sizes, the device is backed by research and development conducted by Universiti Malaya. Arifabillah said his Kuala Lumpur-based company shipped around 10,000 devices per month. — Bernama