



Esaote presents his experience on the Chinese market in the meeting organized by the Liguria Region with a delegation from Guangdong

GENOA. On Friday, July 7, Esaote attended the meeting organized by Liguria Region and Liguria International with a delegation from the Chinese province of Guangdong. The delegation was received by the Regional Minister for Economic Development Edoardo Rixi at the Palazzo della Borsa of Genoa. The meeting, open to the public, was organized in conjunction with CCPIT – the Council for Promotion and International Trade of Guangdong, with the aim of presenting Canton's economic and commercial opportunities for Ligurian companies. Canton is the third city of China for number of inhabitants and importance after Shanghai and Beijing.

In addition to Rixi and Ivan Pitto, Chairman of Liguria International, the Councilor of the Embassy of the People's Republic of China in Italy, Xu Xiaofeng, the Secretary General of the Chinese Council for Promotion and International Trade of Guangdong, Ao Yan, and the head of Guangdong's economic and commercial office in Italy, Mo Wang took part in the event.

Massimo Rosa, chief global marketing officer at Esaote, presented the Group's experience in China. Esaote has been operating in the People's Republic of China since the early 1990s. It is present in Guangdong with commercial offices and a manufacturing plant for the production of ultrasound scanners to be sold in the Chinese and neighboring markets (Macao, Taiwan, and Hong Kong).