

Brazilian Medical Company Wants to Become Bridge Between Brazil and Overseas

Contributed by Débora Rubin
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When he opened his company, in the 1990's, Brazilian José Marcelo Soares Pereira, had as his target the distribution of medical and hospital products throughout Brazil. At that time, Pereira lived in Veranópolis, in Rio Grande do Sul, southern Brazil.

In 1995, he returned to his hometown, Niterói, in Rio de Janeiro (Southeast Brazil), found a partner, changed the company name and started expanding horizons.

Today, Kosper Distribuição e Representação Ltda is still working with hospital products, especially equipment for infusion pumps, dentistry products and also selling medication for laboratories. Apart from that, Marcelo and his partner participate in tenders selling a series of products made by their clients to universities, city halls and large companies like Petrobras.

But the two partners from Niterói want to move on. Hopefully across the sea. They want to act as a trading company, serving as a platform for Brazilian companies interested in exporting or for foreign companies planning to enter Brazil.

According to Pereira, the idea is to be an intermediary for any kind of business that involves the know-how the company already has: the sale of hospital products, logistics for distribution in Brazil and knowledge about tenders. "We may provide consultancy to foreign companies interested in participating in tenders in Brazil," guarantees Marcelo.

And Kosper does not plan to live just off medication. "We can sell almost anything. We can also export, import, buy, intermediate business and provide services," he summarizes.

Pereira has even started negotiating a sale to an importer in Dubai. But on that side, the order was sugar and coffee. On this side, the Brazilian businessman did not have suppliers that could guarantee the spot delivery of the product.

"I had problems due to the crop," he explained. The experience was valid as it made it possible for the businessman to learn more about markets different from the ones he is used to dealing with.

After the almost deal, Pereira became interested in establishing a bridge to the Arab world. For the time being, the first steps to export are taking place in another direction: "I am currently negotiating the export to Portugal of herbal products for laboratory use," explained Marcelo.

Kosper - part of the names of Koste and Pereira, both partners - has just four employees and, apart from intermediating business, also owns a drugstore.

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