

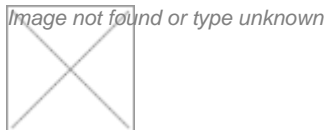
## Shimadzu launches Diamond Club in Asia

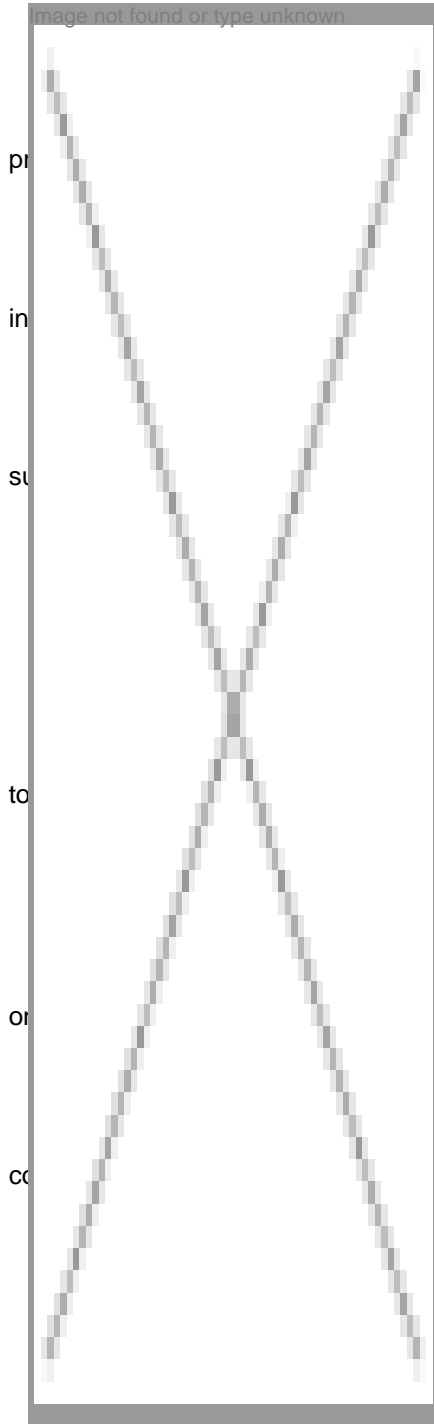
07 October 2009 | News



## Shimadzu launches Diamond Club in Asia

*The membership of this elite club for leaders and partners in the industry is by invitation, and only the top one percent of Shimadzu's customers qualify.*





After Indonesia, Thailand and Vietnam, Shimadzu has launched its Shimadzu Diamond Club (SDC) in India, the company's most important market in the Asia Pacific region. The membership of this elite club for leaders and partners in the industry is by invitation, and only the top one percent of Shimadzu's customers qualify for this elite group of customers, who will be offered a range of privileges including

fits. The analytical instruments company, Shimadzu, is striving to become a global leader in the segment. The company believes that the way to achieve this is through valuable support and partnership with the customers—and not without a reason. In this tough year, the company has done well, thanks to its customers. Its overall installation base crossed 20,000.

The concept of Shimadzu Diamond Club is an expression of the company's appreciation to the continued support and encouragement from its customers. With this concept Shimadzu has taken yet another far-reaching step towards building a closer relationship with its key customers through extra-mile technical and commercial

Under the dynamic leadership of Tsuguo Kishida, MD, Shimadzu (Asia Pacific), Singapore the company in India is led by Senya Imamichi, MD, Shimadzu Analytical (India) and has been growing from strength-to-strength in its Asia Pacific operations. According to Imamichi, Shimadzu's analytical business in India has witnessed a fast clip of growth in the last three years and the going will get only better from here. Given that Shimadzu's HPLC sales in India crossed 10,000 units, the launch of Shimadzu Diamond Club was a celebration of many milestones. "Shimadzu along with its marketing partners has been serving the Indian analytical instrumentation market for close to four decades now. This is our way of reciprocating this support in a small way

dia," says Imamichi. In India, the company hosted the official launch ceremony of SDC in Bangalore, Mumbai and Hyderabad. Privileged members of the club attended the event and were introduced to the exclusive professional and organizational benefits that will be offered to them. Some highlighted benefits of this membership club include exclusive product discounts and trade-in proposals, priority application support, technical trainings, regular newsletter updates, participation in premier events in India and Japan and so

For Shimadzu, the sales growth of HPLC has been much higher than any other instrument, especially in the last five years. Apart from HPLCs, Shimadzu has a base of approximately 50 LCMS, 2500 GCs and 450 GCMS. In India the installation base for the company instruments has crossed 20,000. In the foreseeable future, the

v product every quarter or half year.

BioSpectrum Bureau