

Opening Doors to the World



Since the origination of Enterprise Florida's **Target Sector Trade Event Grants** in March 2009, Pinellas County businesses have utilized the program to help them gain footing and move ahead in one of Florida's strongest sectors – international trade. **Biopsy Sciences**, located in **Clearwater**, Florida, attended MEDICA 2009 through the program and received over 200 solid leads in the process. Says Dr. John Fisher, CEO of Biopsy Sciences, "MEDICA was a huge success for us! Thanks to the Trade Event Grants program, we were able to present our HydroMARK™ breast biopsy site marker at the strongest medical industry trade fair outside of North America for U.S. and Canadian business."

The Target Sector Trade Event Grants program provides event-specific grants on a reimbursable basis to eligible small companies (500 employees or less) in one of **Enterprise Florida's** target sectors. Program recipients enjoy opportunities to participate in major international product exhibitions that they might not otherwise have been able to consider. Biopsy Sciences learned of this new opportunity through its ongoing relationship with **Pinellas County Economic Development** (PCED). Dr. Fisher explains, "We worked with Pinellas County Economic Development when we decided to move our company to Florida last year and they've continued to assist us since." "Our work doesn't end with bringing a new business to the area," expands Danielle Ruiz, Business Development Manager for PCED, "We

continue to work with Pinellas companies as they grow and evolve, ensuring that they have the tools and support necessary for continued success.”

For Biopsy Sciences, a hugely successful experience at **MEDICA 2009** was compounded by its recent receipt of CE Mark certification for its HydroMARK™ breast biopsy site marker. Products bearing the CE Mark are certified as having met EU consumer safety, health or environmental requirements. The CE Mark awarded to Biopsy Sciences’ HydroMARK™ product will allow the company to increase its international business to about 50% of its entire sales within the next year to two years.

“Expanding our international presence is critical,” says Dr. Fisher. “The Trade Event Grants program afforded us an opportunity to market our product directly to the European market, opening new doors to Biopsy Sciences’ future.”

Discover the benefits available through the Target Sector Trade Event Grants program [here](#).

