

DIESSE IS AN ISO CERTIFIED COMPANY: UNI EN ISO 9001:2008 - UNI CEI EN ISO 13485:2012 - ISO 13485:2003, DIRECTIVE 98/79 CE

## HAVE PRINCIPLES AND STICK TO THEM

*Stefano Marchese, Chief Executive Officer*

When you think about it, you've got to have principles. If you don't, you end up despising yourself or in debt or in prison.

You might end up like this anyway, but at least you could say: "But I have my principles".

There has to be a line beyond which you will not go. You have to know where that line is drawn. No one else has to know until they ask you to cross it and then you can tell them.

That line has to be a 10-mile-high solid steel wall. You can't go beyond it, no matter what. In other words, you have to know what is right and what is wrong. And then stand by it.

## DIESSE ALLERGY: CHORUS TRIO WILL SING A NEW MUSIC!

*Emanuele Rossi, Export Area Manager*

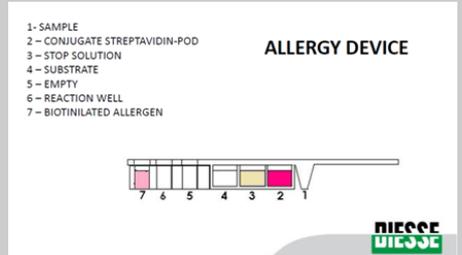
Diesse are glad to announce the introduction of the Allergy products line on Chorus Trio System.

Allergy is an immunological disease that is increasing globally year per year. The latest data coming from WAO (World Allergy Organization) put in evidence that the 30-40% of the world population show symptoms related to some allergic reaction. The increase is mainly evident in young people, who will maintain this pathology also as adults, so increasing the total number of allergic people. There is also a relationship between allergic symptoms and the quality of the environment, so the changes due to pollution or temperature surely will enlarge the allergic population.

Diesse, always careful to the patients' needs, have decided to provide a complete line of allergy testing on their consolidated platform Chorus Trio.

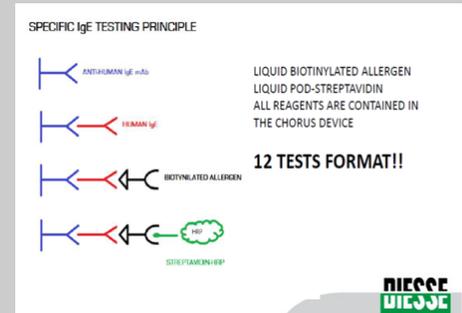
Actually the list of 130 allergens covers all the routine tests normally requested in a Laboratory. Seasonal allergens (pollens of grass, weeds and trees) and perennial allergens (mites, dusts, molds, food, epithelia, drugs, insect venom and occupational allergens) are already available and some other allergens will be added to our Catalogue in the near future.

The Specific IgE test reaction of our kit, is based on immune-capture method, utilizing anti-human IgE monoclonal Antibody coated on the Chorus reagent specific device and biotinylated liquid allergens. All the reagents



are ready-to-use pre-dispensed in the dedicated mono-test device. It is very easy for the user to dispense the sample in each cartridge and to insert it in the analyzer.

The first result is available after only 110 minutes and it is expressed both in KU/L



(quantitative method) and in 6 classes of positivity.

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## DIESSE's check-up

*Catia Perazzolo, Accounting Department*

Every three months, DIESSE makes a check-up in order to see if it is financially and economically healthy.

Here are the results of its last check-up, referred to the period Jan. 1, 2016 - June 30, 2016 compared to Jan. 1 - June 30, 2015:

Consolidated figures (€ k.)	2Q2016	2Q2015	2Q2016/ 2Q2015
Value of production	€ 10.952	€ 11.409	96%
EBITDA	€ 1.993	€ 2.353	85%
EBIT	€ 1.177	€ 1.545	76%
Profit from ordinary activity before tax	€ 873	€ 1.142	76%
Net financial position at the end of the period	€ 14.382	€ 15.171	95%

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**The place , where you did not go , is not yours : AFRICA**

*Kemal Bozkurt, Export Area Manager*

With a population of over a billion people, Africa represents a vast potential market. The political and economic picture is improving in many areas, as conflicts are brought under control, and governments show a new willingness to use export revenues to boost healthcare.

Levels of external aid remain strong. While this can be a double-edged sword for the economy of the country in question, a large number of development projects are ongoing. Virtually the entire continent is wholly reliant on imports, which rose by an average of 7.5% per year in the 2006-10 period.

Market for Healthcare in Sub Saharan Africa will be worth USD 35 Billion by end of this year .

The rising incidence of diseases in the sub-Saharan African region is creating huge growth opportunities for in-vitro diagnostics (IVD) manufacturers. The high disease burden, combined with clinical misdiagnosis has worsened healthcare delivery in this region. However, disease prevention and treatment programmes are increasingly focusing on developing diagnostic facilities to effectively reach patients. In addition to mere commercialisation of existing products, the markets provide scope for the identification of new biomarkers for diseases that are inherent to this region. These opportunities, combined with monetary support from global agencies and the local government, make the markets in sub-Sahara Africa lucrative for IVD business.

In DIESSE , we are strictly following the transformation of the market in Sub Saharan Africa from traditional medicine to modern healthcare structure . We are trying to adopt our strategies and prices to be competitive and increase our business volume . We are directly working with local companies , having sales and service capabilities . We are giving sales and marketing training not only for our distributors , also for end users and customers . We are pleased to be able to help improvement of healthcare system in this area with our presence in more than 15 countries .

**ETHICS, MORALITY, HONESTY...**

*Gloria Fattini, Human Resources*

Ethics, morality, honesty ... .. these are the keywords on which are based all those principles which must lead our way to live daily our company, in all the acts we are going to express and in the relationships we are going to undertake.

They translate into "corporatization", i.e.:

- **Pride of belonging**
- **Pride for the obtained results**
- **Feeling part of the group**

Because great projects are realized by walking slowly, but all

together, without any individualism or "distractions." Yes, together, striving for excellence whatever our skills may be, because each one's activity, more or less professionalized, is an essential component of the company's strengths expressed in the market. An extremely selective market which requires pragmatism, competence, quality and solidity of supply that must be our common goal.

Feeling fulfilled and motivated, aligning the personal and professional growth to the increasingly challenging business goals, ensures our own "well-being" in the company and this wellness becomes element to increase the company's competitiveness.

Let us grow together, then, let us make our "Human Resources" become more and more our GREAT RESOURCE!

**Continues from page 1**

The packaging size is 12 tests for the same allergen including standards and controls. Total IgE test completes our offer. Based on the same analytical technique, our Total IgE test is standardized in compliance with the new international standard NIBSC 11/234. The reaction time is exactly the same as the Specific IgE, so both the analyses can be run in the same analytical session. The results are expressed in KUI/L [quantitative method] with a dose range: 10-1000 KUI/L. The kit packaging size is 36 tests.

In order to improve the through-put and to make the Chorus Trio more user-friendly, especially for allergy, Diesse launched the "Chorus Autosampler" during the last edition of AACC in Philadelphia. This special device makes Chorus completely automated. The possibility to retrofit the machines already installed in the world is very interesting.

About Specific IgE our aim is to add "special" allergens in the near future, such as recombinant allergens, specific territory allergens and different mix of allergens for screening test.

We are also developing food intolerance tests on Chorus, connected with allergic disease and so on....

Please, stay tuned with "M@de in DIESSE" in order to be updated about all the new "music" that Chorus will sing shortly.



# A COFFEE WITH... MS FABIENNE STEENS



*Welcome to the third issue of the section expressly created to give voice to our Distributors. Rapid questions and answers, as if we were having coffee together!*



Ahlers House,  
*BMD's newly established headquarters in Antwerpen, Belgium*

**What do you like most in working with Diesse?**

The people at Diesse are open minded and very nice. They always try to find a solution for us and our customers. This is a pleasure to work with the whole team. There is a new Dynamic at Diesse, gives good feeling for the future. Feedback for distributor is appreciated. Together we are getting better and are making good business. Thank you!

**Which new products would you like to have on your market?**

The new and growing portfolio is very interesting and provides already an attractive package. Small parameters not possible to automate on other machines are of course very important.

**But for us the most important to give a second life to Chorus is the AutoSampler!!!** Please keep working on that!

**Which will be the next appointments (exhibitions, congresses..) where you will promote Diesse products?**

Several local symposia in Belgium and in the Netherlands. Our experience is that congress are not quite effective, people are not coming to the booth, ... We organize more dedicated workshops in our lab to show the machine real life in order to attract new potential customers.

Because Chorus is very easy to transport and to install, we are often placing Chorus for on site demonstration: most of the time "trying is adopting".

**Which are the factors which lead your company to gain its position in the market?**

Service and flexibility of a small company, close to the customers and alert to their real need. We are looking for solutions for the customers! In the future the upgrade of the Chorus with Autosampler will answer to the actual requirements in the market - full automation and tracability. We can win against Vidas, Liaison, ... We need to follow the trends.

**Your country: how would you describe it to someone who never visited?**

Benelux is very small and quite accessible. Our sales persons are visiting their customers and each day are back home.

But different languages, different mentalities, different rules in the 3 countries, you can even say 4 because of French/Dutch difference in Belgium.

Mature market, very competitive with high requirement on quality level but also financial level. Tender systems in place.

Very good quality of life, nice food, beer, chocolate, ... You are welcome to visit us!



## NEWS FROM THE WORLD



EVENTS

### GERMANY

Come VISIT US and SEE WHAT'S NEW

at MEDICA

Hall 2, stand nr. C17



WORLD FORUM FOR MEDICINE

NOV 14-17, 2016 - DUSSELDORF - GERMANY

### Philadelphia

2-4 August 2016

Thanks to our Distributors for visiting us. Only due to their presence the exhibition could have been a great success... and it was!



All Distributors from Central and South America showed up to meet us.

### CLINICAL LAB EXPO (AACC)

PHILADELPHIA, 2 August 2016

On the occasion of the AACC we had the pleasure to host an event to introduce our latest news about:



- MiniCube
- Elisa Food Intolerance
- Allergy panel soon available on Chorus instrument

WELCOME

We are proud to start this new column dedicated to our

### NEWLY ACQUIRED DISTRIBUTORS

From Cameroon... **COPERSON BIOMEDICAL ELECTRONICS**

From Congo... **DIAG PROCESS**

From Moldova... **MEDLUX**

From Puerto Rico... **ISLA LAB**

From Turkey... **TRU MEDIKAL**

### GUATEMALA, 28 July 2016

We were invited to participate to the biennial Congress hosted by our Distributor Labymed S.A. in Guatemala City.

Title of the event was "El Impacto del Diagnóstico Oportuno". Our new products were displayed and a select number of Guatemalan ESR and Chorus lines key end-users had the possibility to see them.



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