



# optohellas

Worldwide Representation Platform



## COMPANY PROFILE

REPRESENTATION OF

**SUOER**

**EYEΦOS.**



**OptoSystems**



**APPASAMY ASSOCIATES**  
Empowering Vision\*

**appsmart**  
OPHTHALMO

**altris AI**

**Supore**

**SYSEYE**



## OPTO HELLAS

We are a family-owned medical device supplier in Greece, with an international reach in more than 94 countries/regions world-wide. We cooperate with medical professionals from the fields of Ophthalmology, Optometry, Orthopedics and Dermatology, through our international distribution network, as we are constantly looking forward for opportunities in new collaborations and trusted business relationships.

In the early days of Opto Hellas, we were official distributors in Greece for some global manufacturers, whilst slowly expanding in neighbor countries and in the Balkan region, with product lines that we had shown great success with.





## OUR DEVELOPMENT

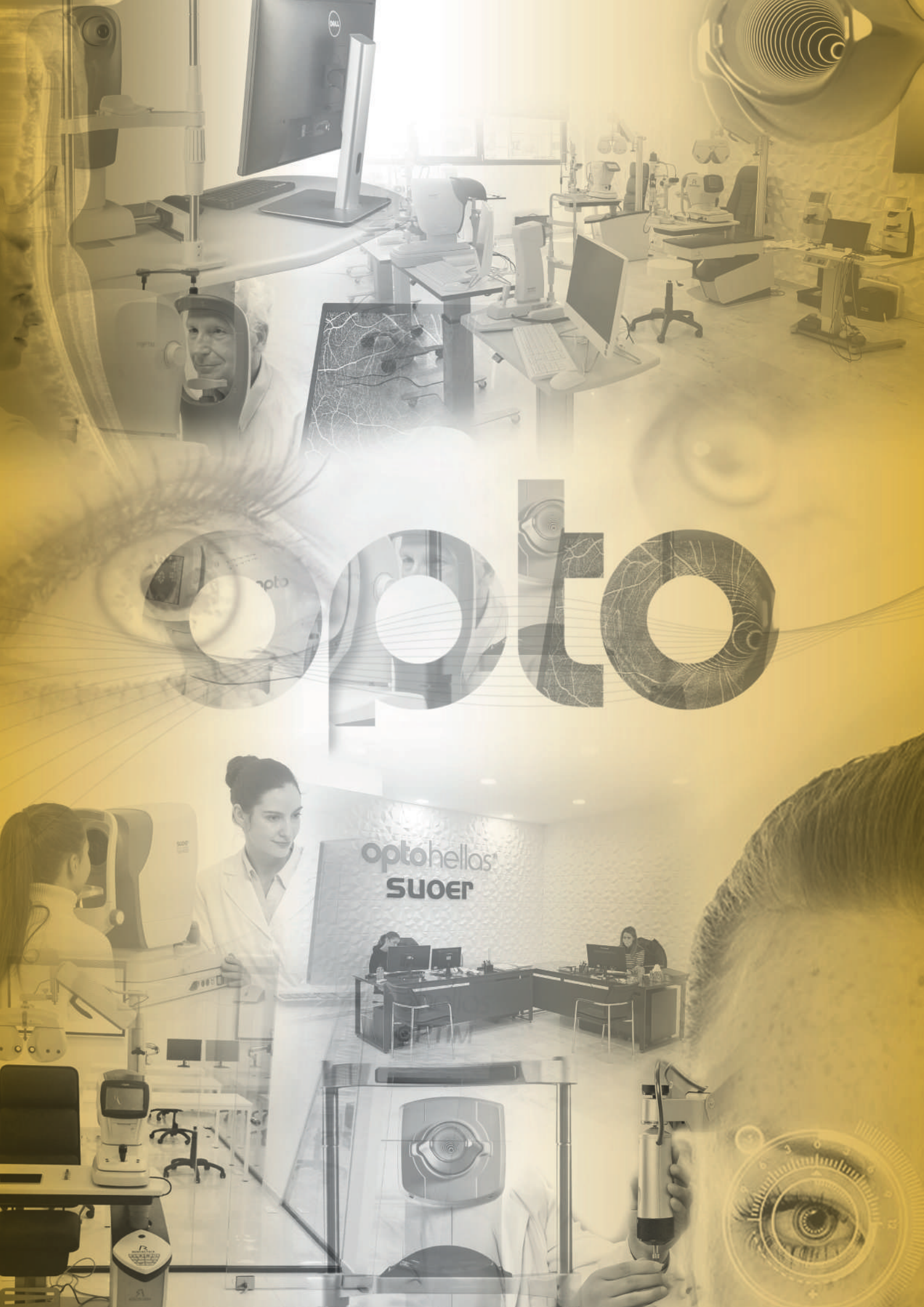
The economically developing nations of the Balkan region, and surrounding countries, had shown investment friendly inclinations, which created the perfect opportunity for new medical technologies to be introduced into these markets.

These prosperous opportunities have been a great factor in our company's evolution as they had allowed us to understand and adapt to international medical device trends while forming our own trajectory for our company's future.

Nowadays, Opto Hellas has become a key Representation Platform for manufactures all around the world that seek for market access through a strong and efficient distribution network, with reputable marketing presence and experience in diverse markets.







# opto

optohellas  
SUOEP



## THE TEAM

One of our phrases that we are known for is “welcome to the Opto Hellas family” and that is because we treat our team members, our collaborators, and our customers, as family. By being a family-owned company, we focus on creating a diversity friendly and caring environment for all people.

Our teams consist of professional and dedicated members of all ages, that constantly prove their abilities and hard-working ethic, through a dynamic and demanding every-day workflow. We endorse the competitive spirit (in good will) of our employees, as motivation is key to perform in an international corporation such as ours.

### Administration

Our Administration department is the core of Opto Hellas’ operations, where logistics, order management and financial management are dealt with efficiently and on time, to ensure the functionality and operational accuracy of the other sectors in the company. Here we employ a team of highly skilled and experienced members that enhance our everyday working value.

### Marketing

Our Marketing department is the soul of Opto Hellas as creativity is one of our most recognizable traits. Our team of out of the box thinking and outstanding professionals are the backbone of the OptoTV studios, at which we create our video marketing content for our LinkedIn and YouTube platforms, as well as additional offline and online material for our sales team and international collaborators.





## THE TEAM

### Sales

Our Sales department has proven vital to our company's success throughout the years, as creating and maintaining a collaborative relationship with our clients, has proven game changing and allowed us to become the largest medical device for ophthalmology, supplier in Greece. Our highly skilled team is always ready to offer their insights and devote their time and power to all projects, regardless the difficulty. We embrace their passion and endorse their attributes, allowing them to always operate with 100% of their abilities.

### Service

Our Service department is the most important sector in Opto Hellas, as our team of Biomedical Engineers, are in charge of ensuring the quality and functionality of each individual instrument, while providing the best 24/7/365 support to our domestic and international customers and partners. Their experience with a variety of medical devices and their dedication to perfection, has allowed us to raise the bar for exceptional service and support, globally.

## BACKGROUND

2000

Christos Papanikolaou, Optician Meister founded an optical wholesale company called OPTO, which very soon became the destination for affordable optical frames and sunglasses, in Greece. In a span of 4 years Opto had created a network of more than 250 permanent optical stores as clients and the affordable oriented concept, allowed the family-owned company to penetrate step by step all the markets surrounding Greece.

Opto transforms and becomes an authorized dealer for foreign producers, in ophthalmological and optical equipment.

2001

2002

We have shifted our operational approach to wholesale trade of optical and ophthalmological instruments. We distribute and offer technical support for all the instruments through our 3 medical device technicians, for all 5 countries which we are active in.

OptoTechnika is founded, and it is the 1st subsidiary company of Opto. The company's operational activities are to offer ophthalmological and optical instruments, to Ophthalmologists and Opticians at hospitals and private clinics.

2003

2004

The company becomes "Opto Hellas O.E." and spreads its business affiliations outside of Greece, by setting alliances with medical companies (sub-distributors) in the countries of Opto's responsibility. Now, as authorized dealer of ophthalmology instruments of well-known brands, Opto is set to expand its sales network in more countries.

Opto Hellas has begun recruiting and establishing a sales force from the IOL sector which allowed us to develop in the field of wholesale intraocular lenses and surgical consumables for the operation room in the field of Ophthalmology.

2006

2008

Opto creates its 2nd subsidiary company, Opto Medical. The main operations of Opto Medical were to provide IOLs, surgical instruments and consumables to all state hospitals through participating in state tenders, whilst expand its reach into countries which Opto Hellas is active in, targeting private clinics and surgeons. In a span of 2 years, Opto becomes one of the main suppliers for Greek hospitals

Opto Hellas now enters the fields of Plastic Surgery and Orthopedics with new collaborations.

2009

2011

Opto Hellas enters its new premises and establishes a quality management system that complies with the international standard EN ISO 9001:2008 and the Ministerial Decision DY8/1348/04.

Opto Hellas has officially established an operational pharmaceutical network that supplied ophthalmology, orthopedic and dermatology products.

2012



Opto Hellas expands its sales network in Greece and Cyprus.

2013

2014

The company now has claimed the title as Official Representative of International Companies in the sectors of Ophthalmology and Dermatology, while also successfully launching a range of Orthopedic products in the medical market.

Opto Hellas creates its new facilities in Athens, which become the European and Middle East hub for trainings, educational sessions, product demonstrations and are now home to the OptoTV studios.

2015

2016

The company creates exclusive partnerships with important KOLs from the field of Ophthalmology that advertise and become referral points for Opto Hellas' products.

Opto Hellas is now the exclusive representative of the Mocean 3000 Plus by MOPTIM, in nine (9) countries in the Balkan region. Opto has now established its role as a leader company in its operating markets and is setting new distributors in the Opto Hellas distribution network.

2017

2018

Opto Hellas has become the Official European Representative of MOPTIM and establishes its new European service center and training facilities.

Opto Hellas now becomes the European and Middle East Representative for SUOER. Opto's HQ in Katerini, Greece is now the sales and service center for SUOER, offering a bridge that connects Europe and Middle East.

2019

2020

The new corporate facilities are now revealed and Opto Hellas enters its new HQ in Katerini, Greece. These new facilities are home to the European and Middle East sales and service center of SUOER, with high-end training rooms, product showrooms and of course to the new OptoTV studios.

Opto Hellas has become the Official EMEA Representative for Main Meditech, Appasamy Associates and OptoSystems and is now an established International Representation platform for medical device manufactures from all around the world.

2021

2022

Opto Hellas has become the Official EMEA Representative for TowardPi & AppSmart, while at the same time Opto Hellas is expanding in the LATAM Territory establishing new collaborations & growing its Distribution Network around the World.

Opto Hellas is expanded to Worldwide Representation Platform and stands for as the leading company in the field of Ophthalmology. Establishes new collaborations, partnerships while at the same time becomes the Official Representative of Altris AI, Supore & SYSEYE in EMEA Markets.

2023



## OUR OPERATIONS

It's been a long and fruitful journey from our early beginning and much has changed since. From being a local distributor of medical devices, in just Greece, we have evolved into a representation platform for international manufacturers in the EMEA & LATAM regions. Therefore, we serve 2 different supply streams which are Local, with all the brands that we are representing in Greece as official distributors and International, with manufacturers that we represent in the EMEA & LATAM regions.

Our main operational focus remains in the field of Ophthalmology, but we are also active in the sectors of Dermatology and Orthopedics. We supply a wide range medical instruments, consumables, and pharmaceuticals to both domestic and international clients.

### Representation of



### Domestic





HQ  
Athens  
Branch

## OPTO HELLAS WORLDWIDE

For the past 10 years Opto Hellas has invested into creating a diverse and multinational distribution network that operates in Europe, Middle East, Asia, Africa and Latin America, which purpose is to offer guaranteed access into EMEA® LATAM markets, for manufactures all around the world.

We have created a unique and dedicated market approach for each individual country that we operate in, as we are interested in creating a healthy, long-term cooperation with our distributors and a prosperous business relationship with each manufacturer.

Our marketing platform is an essential tool to our international business as we focus on informing our audiences with the latest news in the world of medical devices, but also ensure the correct promotion of our represented products.

By utilizing different online platforms such as LinkedIn, Facebook, YouTube, Instagram to personalize our approach and provide direct and to the point information.

Opto Hellas has a dedicated international management team that offers sales and service support around the clock 24/7/365, to all our distributors and represented manufacturers. Our instant feedback methods and real-time communication allow us to control each situation with efficiency and provide immediate solutions.

## OUR MISSION

We focus on offering high quality solutions while being driven by affordability and user friendliness. Opto Hellas is devoted to evolving the medical device market by providing innovative technologies to all those who seek for technologically advanced options and have as their core value, patient comfort. We aim to enhance developing medical markets around the world and enrich the markets that have reached maturity.

## OUR VISION

We envision a future that allows access to all people around the world, to medical screenings and treatments, as we value all peoples right to quality vision, therefore quality life. We hope that through our efforts of introducing new technologies in the world of Ophthalmology, we as well help in creating solid and prosperous foundations for this future to become reality. At Opto Hellas, we collaboratively work towards achieving our vision, while supporting those who can reshape the future through innovation.

**Christos Papanikolaou**  
CEO & Founder of the Opto Hellas Group

Our hard work ethic  
and family values  
are what make us  
every day do  
our job better,  
than everyone else.





## OUR FACILITIES

Our facilities consist of product showrooms, education rooms, media rooms (greenrooms), our staff's offices and of course our conference and meeting rooms.

### Opto Hellas Group Headquarters Katerini, Greece



### Opto Hellas Group Branch Athens, Greece





## INTERNATIONAL DISTRIBUTOR TRAININGS

All our distributors visit our facilities to be trained on our product lines, for sales and service. We aim to offer advanced hands-on training sessions to ensure that all our partners operate in accordance to our high stands.





## 2<sup>nd</sup> Distributor Sales & Service Training





## MASTER CLASSES

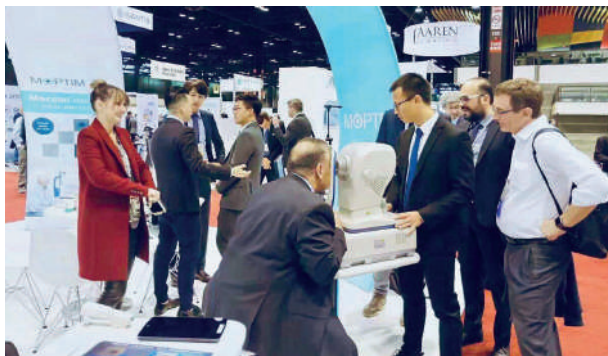
Optohellas is continually educate young Ophthalmologists and offers training courses of iStent inject W at our EMEAA offices in Athens.



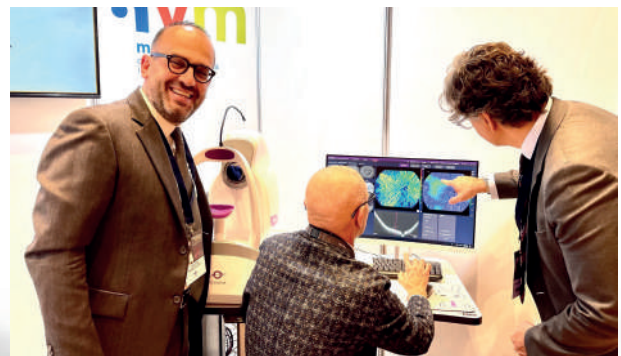
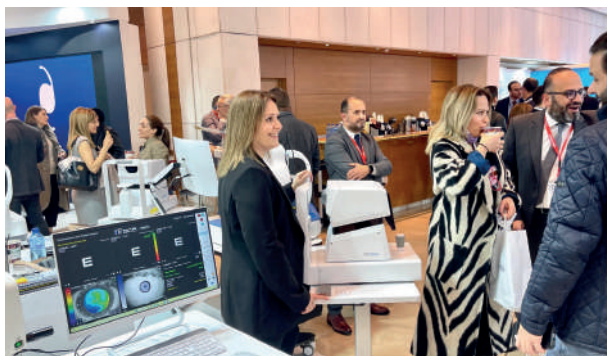


## CONGRESSES

Opto Hellas is active in attending both domestic and international congresses to showcase our product line and inform distributors and customers about new technologies while, offering the opportunity to use live all products and share experiences.

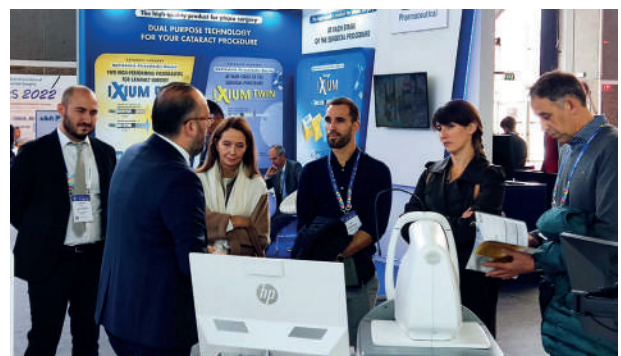
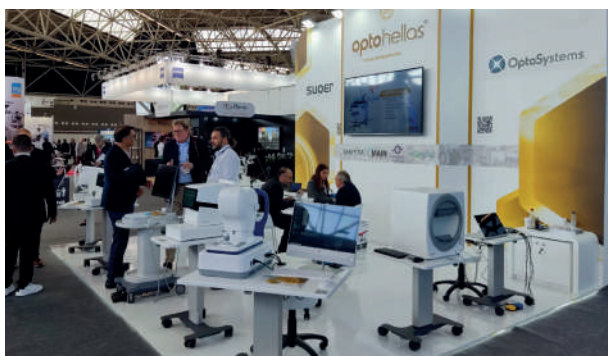








## ESCRS AMSTERDAM 2021





## ESCRS MILANO 2022





## ESCRS VIENNA 2023







Our OptoTV team is dedicated in creating high level video and marketing content for all our platforms and collaborators. Our studios in Athens, Greece and Katerini, Greece are fully equipped greenrooms where we host interviews with important KOLs and Brand representatives, while also focusing on informing the medical market regarding new technologies and innovations.



Official Worldwide Representation Platform for Sales & Service

