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FUJIFILM Acquires Russian Distributor of its Medical and Imaging Products

Establishing a direct sale structure by turning an independent distributor into its own subsidiary, Fujifilm will accelerate its business expansion in the Russian market where high economic growth is expected in the mid- to long-term.

Since its incorporation in 1993, Fujifilm Russia has established its customer base in Russia as a distributing company for imaging products such as photography related equipment and medical products. In particular, it has been creating new demand for digitalisation in medical diagnostic imaging, such as expanding sales of the FCR*1 digital X-ray diagnostic imaging systems. In the future, under a direct sales structure, Fujifilm will strengthen its capabilities to provide total solutions including Fujifilm's global strategic product, the SYNAPSE*2 medical-use picture archiving and communication system.

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