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## **PMPH-USA appoints Eurospan as its marketing, sales and distribution agent for Europe and the Middle East**

Western medicine titles published by PMPH-USA will soon be enjoying growing sales and profile outside the USA. From January next year they will join Chinese traditional medicine titles, published by their parent company, People's Medical Publishing House in Beijing, which have been successfully marketed, sold and distributed in Europe, the Middle East and Africa, by Eurospan since 2007. Marty Wonsiewicz, President of PMPH-USA, who is responsible for US Publishing Operations, commented, *"My colleagues in Beijing have been telling me what an excellent job Eurospan has been doing for them with their Chinese traditional medicine titles, and so it made sense to consolidate the western medicine list with the Chinese medicine list, and give both to one agency. In this way we hope to maximise our sales in Europe and the Middle East."*

PMPH-USA titles will join Eurospan's Medical Division, led by Imogen Adams, under Marketing Director Stephen Lustig.

Michael Geelan, Eurospan's Chairman and MD, commented, *"We are delighted to be expanding our relationship with PMPH. Its publishing program is consistently of a very high standard, and so, given our successful track record of selling American medical publishers' titles all over the world, I am confident that we will increase sales and exposure for these cutting-edge medical and dental titles."*

### **About PMPH-USA**

PMPH-USA is the US publishing operation for the People's Medical Publishing House, the largest medical publisher in China. Launched in January, 2008, PMPH-USA publishes clinical references, textbooks, e-books and online material for physicians, dentists, medical students, and health science practitioners.

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### **About Eurospan Group**

**Eurospan** provides a one-stop marketing, sales and fulfilment service in Europe, Middle East, Africa, Asia, Australasia, Latin America and the Caribbean to publishers from North America, Africa, Asia and Australasia. There are seven specialist marketing divisions: Academic & Trade, University Presses, Reference, Medical, Intergovernmental Organisations, Scientific & Technical, and Education. Eurospan was established in 1967 and is a privately-held company.

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