



Sofia Mayans, CEO, and Dan Holmberg, CSO, are co-founders of InfiCure Bio.

Strong start to 2023 for InfiCure Bio

The life science company InfiCure Bio has started the new year in the best way by signing an agreement with a new client in the US.

“It’s all part of a positive trend that started in the autumn of 2022, and which is getting even stronger now that the US market is recovering after the pandemic. This latest agreement is proof of that”, says InfiCure Bio’s CEO, Sofia Mayans.

InfiCure Bio has started 2023 the way it ended 2022 - by welcoming new clients. During the autumn the Umeå-based company signed agreements with two international clients, before following up with an important collaboration

agreement with the international CRO, InnoSer Laboratories, based in Belgium and the Netherlands.

“The collaboration with InnoSer increases the visibility of our NIF model. Considering the agreements we have recently signed, we’re looking forward with anticipation to the results this collaboration will generate”, says Sofia Mayans.

Promotion on multiple markets

InfiCure Bio took important steps into the US market before the pandemic by signing several large agreements with companies in the US. The pandemic hit the American market hard, and InfiCure Bio quickly adapted its business model to the new situation.

In 2022, the company began a more widespread marketing with a focus on additional markets in order to diversify the risks.

“Our strategy in 2022 was successful, with the majority of clients in the past year coming from outside the US. The company’s goal for 2023 is to increase the visibility of our NIF model by continuing our strategy to promote the model on multiple markets”, says Sofia Mayans.

New deal gives stability

The new agreement confirms that InfiCure’s model is still very much in demand in the US, and gives stability to the future of the Umeå company.

“Every agreement we sign gives an energy boost to the entire business. It is proof of the need for and the potential of our model”, says Sofia Mayans.

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