

Interview Shortlisted Company – European Small and Mid-Cap Awards 2017

Name of the company
Gentian Diagnostics AS
Why did you decide to go public?
Attract investments.
What has been the reaction from investors, customers, employees, etc following going public?
Investors: Very positive. Customers: Not aware, or no significant opinion. Employees: Remarkably positive, 62 % have invested themselves.
What have been the benefits to your company?
Significant investments. Opportunities to pursue growth by technology and product development, as well as market development.
What were the main challenges in taking your company public?
Allocating IR resources and building competence.
What experience would you want to share with companies that are thinking of going public?
Be aware that knowledge and communication systems must be in place at a much higher level, corporate governance needs awareness and it takes time and resources to get to the level you need without disturbing running business. Shareholders value openness, proactive information, frequent contact and honesty about everything, especially on topics you don't know too well.
What do you believe are the top qualities of your company?
Scientific and medical knowledge, customer care and experience in handling a global market, quality assurance and regulatory competence.
Where do you see yourselves in 5 years?
Significant global company penetrating all geographies with significant products in medical diagnostics serving global health care. It takes size and profitability, but we do not know how much, yet. We will achieve size and profitability by investing in the right product developments based on novel methods to reach the ultra-high sensitivity that the global health care needs.
Have you had any assistance from the European Union, e.g. funding projects, etc.
Yes, we have been a EUROSARS company for many years already, benefitting from the program to obtain research funding from the national body. This also helps us to establish cooperation with European companies and universities to reach common goals for improvements.
If you had 3 wishes come true: What should the EU do to encourage more SMEs to go public and to provide ongoing support for listed companies?
We do not focus on politics, so we frankly do not know. In our region (Norway) there are taxwise disadvantages for the shareholders of public companies, should be avoided. We wish it was equal valuation on public/not public shares.