Contrast Media/Contrast Agents Market by Product (Iodinated, Gadolinium, Barium, Microbubble), by Procedure (X-Ray/CT, MRI, Ultrasound), by Application (Radiology, Interventional Radiology, Interventional Cardiology) - Global Forecasts to 2020

Description: Over the years, the contrast media/contrast agents market has witnessed various advancements in products and their approvals to meet the needs of patients and radiologists worldwide. These advancements have led to the improved use of many existing contrast agents as well as the introduction of new ones.

In 2015, the iodinated contrast media/contrast agents are expected to account for the largest share of the global contrast media/contrast agents market, among products; the injectable contrast media segment is expected to account for the largest share of the global contrast media/contrast agents market, among the routes of administration; the X-ray/CT segment is expected to dominate the global contrast media/contrast agents market, among procedures; cardiovascular disorders is expected to account for the largest share of the global contrast media/contrast agents market, among indications; and the radiology segment is expected to dominate the contrast media/contrast agents market, among applications.

In 2015, North America is estimated to be the largest market for contrast media/contrast agents, globally, followed by Europe, Asia-Pacific, and Rest of the World (RoW). In the coming years, the contrast media/contrast agents market is expected to witness the highest growth rate in the Asia-Pacific region. The high growth in this region can be attributed to the increasing research & development investments, expansion of international players, the increasing incidences of disease, and favorable regulatory frameworks.

The global contrast media/contrast agents market has witnessed high competitive intensity in recent years, with Bayer Healthcare (Germany) and GE Healthcare (U.K.) being the leading market players. Other players include Guerbet Group (France), Bracco Imaging S.p.A. (Italy), Mallinckrodt PLC (Ireland), and Lantheus Medical Imaging (U.S.), among others. The players in this market have implemented various strategies to expand their global footprint and increase their market shares. The key strategies followed by most of the companies in the contrast media market include agreements, partnerships, strategic alliances, collaborations, corporate alliances/contracts; market development; and expansions; among others.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps the firms to garner a greater share of the concerned market. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios offered by the top players in the contrast media/contrast agents market - the report analyzes the contrast media/contrast agents market, on the basis of product, route of administration, procedure, indication, and application

- Product Development/Innovation: Detailed insights on the upcoming technologies, research & development activities, product approvals, and new product launches in the contrast media/contrast agents market

- Market Development: Comprehensive information about the lucrative emerging markets - the report analyzes the markets for various contrast media/contrast agents across regions

- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the contrast media/contrast agents market
Competitive Assessment: In-depth assessment of the market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the contrast media/contrast agents market

Contents:
1 Introduction
1.1 Objectives Of The Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered For The Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Methodology Steps
2.2 Secondary And Primary Research Methodology
2.2.1 Secondary Research
2.2.1.1 Key Data From Secondary Sources
2.2.2 Primary Research
2.2.2.1 Key Industry Insights
2.2.2.2 Key Data From Primary Sources
2.2.2.3 Key Insights From Primary Sources
2.3 Market Size Estimation Methodology
2.3.1 Market Forecast Methodology
2.4 Market Data Validation And Triangulation
2.5 Assumptions

3 Executive Summary
3.1 Introduction
3.2 Current Scenario
3.3 Future Outlook
3.4 Conclusion

4 Premium Insights
4.1 Global Contrast Media/ Contrast Agents Market
4.2 Contrast Media/ Contrast Agents Market, By Product And Route Of Administration
4.3 Contrast Media/ Contrast Agents Market, By Indication (2015 Vs. 2020)

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Increase In Demand For Diagnostics & Image Guided Procedures Influences The Sales Of Contrast Media
5.3.1.2 Increasing Approvals For Contrast Agents
5.3.1.3 Increase In The Number Of Public And Private Diagnostic Centers To Improve Diagnostic Imaging Services
5.3.1.4 Rising Number Of Cancer Patients Responsible For Increasing The Number Of Diagnostic Procedures
5.3.1.5 Increasing Prevalence Of Diseases Associated With The Growth In The Aging Population Is Driving The Demand Of Various Diagnostic Imaging Modalities
5.3.1.6 Improving Healthcare Infrastructure In Emerging Markets
5.3.2 Restraints
5.3.2.1 Risk Associated With Contrast Agents
5.3.2.2 Need For Highly Skilled Professionals
5.3.3 Opportunities
5.3.3.1 Strong Product Pipeline Likely To Boost The Contrast Media Market
5.3.3.2 Increasing Research On Contrast Agent And Their Applications
5.3.4 Challenges
5.3.4.1 Development Of Gamma And Neutron Imaging Solutions
6 Global Contrast Media/Contrast Agents Market, By Product
   6.1 Introduction
   6.2 Barium-Based Contrast Media
      6.2.1 Introduction
      6.2.2 Advantages
      6.2.3 Disadvantages
   6.3 Iodinated Contrast Media
      6.3.1 Introduction
      6.3.2 Types
      6.3.3 Limitations
   6.4 Gadolinium Based Contrast Media
   6.5 Microbubbles

7 Global Contrast Media/Contrast Agents Market, By Medical Procedure
   7.1 Introduction
   7.2 X-Ray/Ct
   7.3 MRI
   7.4 Ultrasound

8 Global Contrast Media/Contrast Agents Market, By Route Of Administration
   8.1 Introduction
   8.2 Oral Contrast Media
   8.3 Injectable Contrast Media
   8.4 Rectal Contrast Media
   8.5 Urethral Contrast Media

9 Global Contrast Media/Contrast Agents Market, By Indication
   9.1 Introduction
   9.2 Cardiovascular Disorders
   9.3 Oncology
   9.4 Gastrointestinal Disorders
   9.5 Neurological Disorders
   9.6 Nephrological Disorders
   9.7 Musculoskeletal Disorders

10 Global Contrast Media/Contrast Agents Market, By Application
   10.1 Introduction
   10.2 Radiology
   10.3 Interventional Radiology
   10.4 Interventional Cardiology

11 Contrast Media/Contrast Agents Market, By Region
   11.1 Introduction
   11.2 North America
      11.2.1 U.S.
         11.2.1.1 Increase In The Number Of Diagnostic Imaging Centers
         11.2.1.2 Increase In The Ageing Population And Rising Prevalence Of Chronic Diseases In The U.S.
         11.2.1.3 Reimbursement Cuts Under Obama Care
      11.2.2 Canada
         11.2.2.1 High Incidence Rate Of Cancer, Cardiovascular Diseases And Diabetes In Canada
         11.2.2.2 Increasing MRI And CT Examinations And Government Funding To Boost The Canadian Market
   11.3 Europe
      11.3.1 EU5
         11.3.1.1 Increase In Investment By Market Players
         11.3.1.2 Increasing Incidence And Prevalence Of Cancer
         11.3.1.3 Healthcare Spending Rises But Remains Weak In EU5 Countries
         11.3.1.4 Shortage Of Medical Imaging Instruments/Scanners Likely To Hamper The U.K. Market
      11.3.2 RoE
         11.3.2.1 Increase Focus Of Market Players In RoE Countries
         11.3.2.2 Increasing Number Of MRI And CT Scanners
   11.4 Asia-Pacific
      11.4.1 Rise In The Ageing Population And Increasing Cancer Incidence
      11.4.2 Rising Number Of Diagnostic Facilities/Procedures In Japan
11.4.3 Expansion Of International Players In China And India
11.4.4 Increasing R&D Investments In China
11.4.5 Favourable Regulatory Changes To Increase The Market In New Zealand And Australia
11.5 Rest Of The World
11.5.1 Latin America
11.5.2 The Middle East
11.5.3 Africa

12 Competitive Landscape
12.1 Overview
12.2 Market Share Analysis, Contrast Media/ Contrast Agents Market (2014)
12.2.1 Bayer Healthcare
12.2.2 Ge Healthcare
12.3 Competitive Situation And Trends
12.3.1 Market Development (Product Approvals)
12.3.2 Agreements/ Collaborations/ Partnerships/ Strategic Alliances/ Contracts/ Corporate Alliances
12.3.3 Divestments /Investments
12.3.4 Expansions
12.3.5 Others

13 Company Profiles
(Overview, Financials, Products & Services, Strategy, & Developments)*
13.1 GE Healthcare
13.2 Bayer Healthcare
13.3 Bracco Imaging S.P.A. (A Subsidiary Of Bracco S.P.A.)
13.4 Guerbet Group
13.5 Mallinckrodt Plc
13.6 Lantheus Medical Imaging
13.7 Nanopet Pharma Gmbh
13.8 CMC Contrast Ab
13.9 Targeson, Inc. Pharma Co., Ltd.
13.10 Daiichi Sankyo
13.11 Subhra Pharma Private Limited

*Details On Financials, Product & Services, Strategy, & Developments Might Not Be Captured In Case Of Unlisted Companies.

14 Appendix
14.1 Discussion Guide
14.2.1 Ge Healthcare
14.2.2 Bayer Healthcare
14.2.3 Bracco Imaging S.P.A.
14.2.4 Guerbet LLC
14.3 Introducing Rt: Real-Time Market Intelligence
14.4 Available Customizations
14.5 Related Reports

List Of Tables
Table 1 Increasing Demand For Diagnostics And Image Guided Procedures Coupled With Rising Number Of Approvals For Contrast Agents/Media Are Driving The Contrast Media/ Contrast Agents Market
Table 2 Risk Associated With Contrast Agents Is A Major Factor Restraining The GroWth Of The Contrast Media/ Contrast Agents Market
Table 3 Strong Product Pipeline And Increasing Research Activities Influence The GroWth Of The Contrast Media/ Contrast Agents Market
Table 4 Development Of Gamma And Neutron Imaging Solutions Pose As A Challenge In The GroWth Of The Contrast Media/ Contrast Agents Market
Table 5 Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 6 Contrast Media/ Contrast Agents Market Size For Barium-Based Contrast Media, By Region, 2015 - 2020 ($Million)
Table 7 Contrast Media/ Contrast Agents Market Size For Iodinated Contrast Media, By Region, 2015 - 2020 ($Million)
Table 8 Contrast Media/ Contrast Agents Market Size For Gadolinium Based Contrast Media, By Region, 2015
Table 9 Contrast Media/ Contrast Agents Market Size For Microbubble Contrast Media, By Region, 2015 - 2020 ($Million)
Table 10 Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 11 Contrast Media/ Contrast Agents Market Size For X-Ray/Ct, By Region, 2015 - 2020 ($Million)
Table 12 Contrast Media/ Contrast Agents Market Size For Mri, By Region, 2015 - 2020 ($Million)
Table 13 Contrast Media/ Contrast Agents Market Size For Ultrasound, By Region, 2013 - 2020 ($Million)
Table 14 Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 15 Contrast Media/ Contrast Agents Market Size For Oral Contrast Media, By Region, 2015-2020 ($Million)
Table 16 Contrast Media/ Contrast Agents Market Size For Injectable Contrast Media, By Region, 2015-2020 ($Million)
Table 17 Contrast Media/ Contrast Agents Market Size For Rectal Contrast Media, By Region, 2015-2020 ($Million)
Table 18 Contrast Media/ Contrast Agents Market Size, By Indication, 2015-2020 ($Million)
Table 19 Contrast Media/ Contrast Agents Market Size For Cardiovascular Disorders, By Region, 2015-2020 ($Million)
Table 20 Contrast Media/ Contrast Agents Market Size For Oncology, By Region, 2015-2020 ($Million)
Table 21 Contrast Media/ Contrast Agents Market Size For Gastrointestinal Disorders, By Region, 2015-2020 ($Million)
Table 22 Contrast Media/ Contrast Agents Market Size For Neurological Disorders, By Region, 2015-2020 ($Million)
Table 23 Contrast Media/ Contrast Agents Market Size For Nephrological Disorders, By Region, 2015-2020 ($Million)
Table 24 Contrast Media/ Contrast Agents Market Size For Musculoskeletal Disorders, By Region, 2015-2020 ($Million)
Table 25 Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 26 Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 27 Contrast Media/ Contrast Agents Market Size For Radiology, By Region, 2015-2020 ($Million)
Table 28 Contrast Media/ Contrast Agents Market Size For Interventional Radiology, By Region, 2015-2020 ($Million)
Table 29 Contrast Media/ Contrast Agents Market Size By Indication, 2015 - 2020 ($Million)
Table 30 Contrast Media/ Contrast Agents Market Size By Application, 2015 - 2020 ($Million)
Table 31 Contrast Media/ Contrast Agents Market Size, By Region, 2015 - 2020 ($Million)
Table 32 North America: Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 33 North America: Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 34 North America: Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 35 North America: Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 36 North America: Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 37 U.S: Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 38 U.S: Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 39 U.S: Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 40 U.S: Contrast Media/ Contrast Agents Market Size By Indication, 2015 - 2020 ($Million)
Table 41 U.S: Contrast Media/ Contrast Agents Market Size By Application, 2015 - 2020 ($Million)
Table 42 Canada: Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 43 Canada: Contrast Media/ Contrast Agents Market Size, By Product, 2013 - 2020 ($Million)
Table 44 Canada: Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 45 Canada: Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 46 Canada: Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 47 Europe: Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 48 Europe: Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 49 Europe: Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 50 Europe: Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 51 Europe: Contrast Media/ Contrast Agents Market Size By Application, 2015 - 2020 ($Million)
Table 52 Eu5: Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 53 Eu5: Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 54 Eu5: Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 55 Eu5 : Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 56 Eu5 : Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 57 RoE : Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 58 RoE : Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 59 RoE : Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 60 RoE : Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 61 RoE : Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 62 APAC : Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 63 APAC : Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 64 APAC : Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 65 APAC : Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 66 APAC : Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 67 RoW : Contrast Media/ Contrast Agents Market Size, By Procedure, 2015 - 2020 ($Million)
Table 68 RoW : Contrast Media/ Contrast Agents Market Size, By Product, 2015 - 2020 ($Million)
Table 69 RoW : Contrast Media/ Contrast Agents Market Size, By Route Of Administration, 2015 - 2020 ($Million)
Table 70 RoW : Contrast Media/ Contrast Agents Market Size, By Indication, 2015 - 2020 ($Million)
Table 71 RoW: Contrast Media/ Contrast Agents Market Size, By Application, 2015 - 2020 ($Million)
Table 72 Market Development (Product Approvals), 2012 - 2015
Table 73 Agreements/ Partnerships/ Strategic Alliances/ Collaborations/ Corporate Alliances/Contracts 2012 - 2015
Table 74 Divestments/Investments 2012 - 2015
Table 75 Expansions 2012 - 2015
Table 76 Other Strategies 2012 - 2015
List Of Figures

Figure 1 Global Contrast Media/ Contrast Agents Market: Research Methodology Steps
Figure 2 Sampling Frame: Primary Research
Figure 3 Break Down Of Primary Interviews: By Company Type, Designation, And Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Market Forecast Methodology
Figure 7 Data Triangulation Methodology
Figure 8 Ultrasound Market To Witness The Highest CAGR From 2015 To 2020
Figure 9 The Injectable Route Of Administration Segment Is Expected To Dominate The Contrast Media/ Contrast Agents Market Throughout The Forecast Period
Figure 10 Interventional Cardiology Is Expected To G罗W At Highest CAGR For The Forecast Period
Figure 11 Asia-Pacific Is Slated To Witness The Highest G罗Wth In The Contrast Media/ Contrast Agents Market In The Forecast Period
Figure 12 Contrast Media/ Contrast Agents Market: Market Overview
Figure 13 Injectable Contrast Media- The Contrast Media/ Contrast Agents Market In 2015
Figure 14 Asia To Witness Highest G罗Wth Rate During The Forecast Period
Figure 15 Cardiovascular Disorders Would Command The Largest Share During The Forecast Period
Figure 16 Contrast Media Medical Imaging Market Segmentation
Figure 17 Drivers, Restraints, Challenges, & Opportunities
Figure 18 Microbubble Contrast Media Is The Fastest Growing Product Segment Of The Contrast Media/ Contrast Agents Market
Figure 19 X-Ray/Ct Accounts For The Largest Share Of The Contrast Media/ Contrast Agents Market
Figure 20 Injectable Contrast Media Is The Largest And Fastest Growing Segment In The Contrast Media/ Contrast Agents Market
Figure 21 Cardiovascular Disorders Segment Accounts For The Largest Share Of The Contrast Media/ Contrast Agents Market
Figure 22 Radiology Is Largest Application Segment In Contrast Media/Contrast Reagents Market
Figure 23 North America Commanded The Largest Share Of Contrast Media/ Contrast Agents Market
Figure 24 U.S. Commanded The Largest Share Of North American Contrast Media/ Contrast Agents Market
Figure 25 Eu5 Region Dominates The European Contrast Media/ Contrast Agents Market
Figure 26 Market Development (Product Approvals) Was The Key G罗Wth Strategy For Market Players
Figure 27 Global Contrast Media/ Contrast Agents Market Share, By Key Player, 2014
Figure 28 Battle For Market Share: Market Development (Product Approvals) Was The Key Strategy (2012-
Figure 29 Key Players Focusing On Market Development (Product Approvals), 2012 - 2015
Figure 30 Key Players Focusing On Agreements/ Collaborations/ Partnerships/ Strategic Alliances/ Contracts /Corporate Alliances, 2012 - 2015
Figure 31 Key Players Focusing On Divestments/ Investments, 2012 - 2015
Figure 32 Key Players Focusing On Expansions, 2012 - 2015
Figure 33 Key Players Focusing On Other Strategies, 2012 - 2015
Figure 34 Ge Healthcare: Company Snapshot
Figure 35 Bayer Healthcare: Company Snapshot
Figure 36 Guerbet Group: Company Snapshot
Figure 37 Mallinckrodt Plc: Company Snapshot
Figure 38 Lantheus Medical Imaging: Company Snapshot
Figure 39 Daiichi Sankyo: Company Snapshot

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