

Media release

Astellas appoints DKSH to market and sell Prograf and Berasil in Korea

DKSH, the leading Market Expansion Services Provider with a focus on Asia, has been appointed by Astellas, a leading Japanese pharmaceutical company specialized in urology products, to drive sales of its Prograf (AI) Cap and Berasil Tab products in Korea.

Seoul, Korea, August 04, 2017 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, will provide marketing and sales services for Prograf (AI) Cap and Berasil Tab products from Astellas. Prograf and Berasil are highly known products for rheumatoid arthritis and antiplatelet agents respectively. DKSH will ensure access to clinics and semi-hospitals, while Astellas Korea will focus on general hospitals in Korea.

Astellas, headquartered in Tokyo, Japan, is a leading pharmaceutical company, focusing on urology and transplantation. It is the No.1 Japanese pharmaceutical company in terms of sales volume in Korea.

“We are excited that Astellas Korea has selected DKSH as its strategic partner. DKSH’s proven competitive capabilities in clinic networking and its strict sales compliance standards will help Astellas to drive sales excellence in the Korean market. Partnering with Astellas underlines DKSH’s strong position as the leading growth partner for healthcare companies in Korea,” said Danny Lee, Business Unit Manager, Business Unit Healthcare, DKSH Korea.

The agreement is an extension of a collaboration between both companies that also spans Hong Kong, Malaysia, Taiwan, Singapore and Vietnam.

About Astellas

Astellas Pharma Korea, Inc., established in April 1, 2005, sets as a mission providing high-quality pharmaceutical products with accurate information on them to medical service staff and patients and contributing to the significant health of the people. Astellas Pharma Korea, Inc determines “We contribute to improving the health of people around the world through the provision of cutting-edge and reliable pharmaceutical products” as Raison D’être of the corporate business philosophy.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term “Market Expansion Services” suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

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