

Media release

Cheplapharm selects DKSH to drive Asian expansion

DKSH has signed a regional agreement with German pharmaceutical company Cheplapharm to drive growth for its prescription drugs of several therapeutic areas across Asian markets.

Bangkok, Thailand, January 16, 2020 – DKSH Business Unit Healthcare, Asia's leading partner for healthcare companies seeking to grow their business in Asia, expands its existing regional partnership with Cheplapharm to include additional brands related to anti-infectives, neurology and ophthalmology therapeutic class. As a regional growth partner, DKSH has been providing full commercial services – marketing, sales and distribution – for Cheplapharm's medicinal products in Korea, Singapore, Hong Kong, Macau and Malaysia. In addition, DKSH enters into a strategic partnership with Cheplapharm in Taiwan for distribution and logistics services of products targeting the nervous system.

Since 2013, DKSH has been working closely with Cheplapharm by providing lead logistics services with a more active role in supply chain management across its operations in Hong Kong, Macau, Thailand, Malaysia, Singapore, Vietnam and South Korea. The collaboration was then synergized into a full-service model in 2016, leveraging DKSH's distribution and logistics, marketing and sales as well as regulatory affairs capacities to strategically expand its positioning in various markets. Since 2016, DKSH has been providing a full commercial service model to Cheplapharm on key therapeutic areas, such as oncology, hematology, cardiology, metabolic and anti-infectives across several markets in APAC.

Jing Lin, Head of Regional Sales Asia Pacific, Cheplapharm, said: "DKSH has market know-how, a broad distribution network, valued people who understand the local business, a well-structured reporting system and it provides professional regulatory and pharmacovigilance services. The DKSH team always gives us good suggestions on our business development and sales growth. DKSH has a very good reputation in the pharma industry in Asia and is our trusted partner."

Bijay Singh, Global Head, Healthcare Business Unit at DKSH, said: "Cheplapharm and DKSH have enjoyed a long and successful collaboration. With our expertise as a commercial outsourcing services provider, we are committed to utilizing our in-depth healthcare knowledge and extensive network of hospitals and clinics around the region to support the growth of Cheplapharm's business. We allow our clients to focus on their core competencies, while we drive growth across the region."

About Cheplapharm

Cheplapharm is a family-owned pharmaceutical company, headquartered in Germany. The company offers branded products on a global level. By focusing on an internationally oriented Buy and Build Strategy, Cheplapharm generates annually increasing growth rates. For 2019, Cheplapharm plans for an annual turnover of EUR 500 million. During the past 25 years, the owner family Braun together with its team successfully concluded more than 90 acquisitions with well-known pharmaceutical companies in more than 120 countries. The total deal value exceeds EUR 1.3 billion.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific.

For further information please contact:

DKSH Business Unit Healthcare

Sheena Flannery
Director, Group Communications

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Consumer Goods & Healthcare
Phone +66 220 9739
sheena.flannery@dksh.com