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ASIA EDITION

EDGC to expand into Asian market

December 19, 2017 | News

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Korea based genetic analysis company, Eone-Diagnomics Genome Center (EDGC), is planning to expand its business into East Asian market with Asia's largest network of cord blood and cord lining banking service provider Cordlife as the company aims to expand its geographical presence in Asian genome market.

EDGC will initially begin to service its Non-Invasive Prenatal Test (NIPT), named "Gen Screen," to both the Philippines and Indonesia through Cordlife's sales network within each country.

In particular, Indonesia has the second highest birth rate in the world after China. Making a move into such a country, the company is expected to see a definite steep growth in sales.

The company will then stretch to the other Asian countries in which Cordlife's high-functioning workforce is present and provide a wider range of services later including but not limited to customized genetic test (gene2me plus), newborn screening (BeBeGene), ophthalmologic genetic test (myeyegene) and Direct-to-Consumer (DTC) genetic testing (gene2me).

"Securing this opportunity to go into Asian market with Cordlife is a testament to our competitiveness," said Hee-Young Na, a marketing director of EDGC. "We are confident that we can provide the best NIPT services to the consumers in Asian market as our service achieved unparalleled level of accuracy through AI analysis techniques as we announced previously and will take even bolder st eps to strengthen our presence and market share in Asian market", she added.

The company previously came into the spotlight recently, upon announcing its best-in-class AI backed non-invasive prenatal test, thereby attracting the attention of domestic and international industries.