

## Securecell expands market activities in Asia

February 27, 2020 | News

### Collaborates with South Korea based Biofors Global



Swiss firm Securecell has announced the partnership with China based Alit Life Science, South Korea based Biofors Global and Israel based Danyel Biotech to build its market presence in China, Korea and Israel as a major step to further penetrate new markets.

Securecell is the partner of biopharma innovators, enabling them to bring new therapies in a safe, efficient and economical way to the patient.

“Alit, Biofors and Danyel were selected based on the strong connection and network within China, Korea and Israel biopharma market as well as the existing competence in selling high value products to bioprocessing industries. It is an excellent addition to our expanding worldwide network of marketing and sales partners addressing the needs of a growing and demanding biopharma business.” said Dr. Michele Bomio, CFO of Securecell.

Initially, the new partners will focus on distributing Lucillus PIMS software solution which has been Securecell's flagship product for many years, as well as Numera autosampling and sample processing machine. In a second step, they will enrich their portfolio by adding Securecell's new products tailored to improving perfusion cultures at the benchtop scale.