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ASIA EDITION

Vetter Pharma establishes office in China

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New office underscores importance of Chinese market



Germany based Vetter, one of the global leaders in prefilled drug-delivery systems, has announced the opening of a new business entity in Shanghai, China. The new office, now its fourth in the Asia Pacific (APAC) region, will help increase the visibility of Vetter's presence in China and underlines its importance as an important strategic market to Vetter. Thus, the office will support customer relations and aid in the development of new business.

As the second largest pharmaceutical market and one of the largest in sales growth rate worldwide, China offers a promising injectable pipeline and allows the Contract Development and Manufacturing Organization (CDMO) to offer support to domestic companies that plan on bringing their molecules to the global market.

As a strategic partner, Vetter supports its worldwide customer base through every phase of their injectable drug product's lifecycle, from early development activities to commercial supply up to lifecycle initiatives.

"We are convinced that our continued investment in the Asia Pacific region will significantly contribute to our future global growth," explained Vetter Managing Director Peter Soelkner. "With an increased share of Asian firms among the Top 50 Pharma companies worldwide over the last several years, our mission is to service the needs of our global customer base, of course including Asia, in the best-possible way." Oskar Gold, Vetter's Senior Vice President for Asia Pacific/Emerging Global Markets outlined the initiative: "Our presence in China demonstrates our dedication in one of the most important markets of the APAC region and will help to increase the awareness of Vetter's services by presenting our expertise and market position onsite."

The office is staffed by Jason Zhong, who assumes the position of Business Development Manager China. As the first member of the new team in China, Zhong will lead Vetter's business activities reporting to Chervee Ho, who is Vetter's Director Key Account Management Asia Pacific, based in Singapore.

The new office, located in Puxi, Shanghai, is strategically positioned on Nanjing Road West in the heart of the city's Central Business District. Its creation follows Vetter's business development activities in its APAC regional office in Singapore, as well as in its sales offices in Japan and South Korea, further strengthening its footprint in the Asia Pacific region.