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ASIA EDITION

Malaysia's EW Group enters China market partnering with Sinopharm

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The collaboration will enhance the availability of alternative medical treatments



European Wellness Biomedical Group (EW Group), headquartered in Germany and Malaysia, has announced its partnership with HK VJM Ltd (representing Sinopharm Cloud Health Technology (Guandong) Co. and Sinopharm Traditional Chinese Medicine (Foshan) Co.) and NCL Solutions Sdn Bhd.

EW Group will provide its expertise and experience in research, development, formulation, and production of nutraceuticals, skincare and cosmeceuticals, and therapeutics products, while Sinopharm will leverage its global reach and distribution network to help EW Group achieve greater heights on the world stage. Over 1,000 SKUs of EW Group's proprietary products will be sold and distributed under Sinopharm.

The partnership will include the development of co-branded products and the creation of world-class health centres, which will be equipped with cutting-edge technology and staffed by highly trained healthcare professionals. Through this collaboration, both parties aim to bring world-class healthcare services and products to a wider audience and to provide accessible, affordable and innovative healthcare solutions to people around the world.

This partnership will allow EW Group to enter China's market. By collaborating with local experts, EW Group can gain insights into the local market and customise its product to suit the specific needs and preferences of Chinese consumers.