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Japan's pharma firm Kyowa Kirin announces sustainable biz strategy for APAC region

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Entering into strategic partnerships with Hong Kong WinHealth Pharma and DKSH Holding



Kyowa Kirin Asia Pacific, a wholly owned subsidiary of Japan-based Kyowa Kirin Co., has announced plans to transform its Asia-Pacific (APAC) business for more sustainable and profitable operations, through strategic partnerships with DKSH Holding and Hong Kong Winhealth Pharma Group.

Kyowa Kirin will also focus in-house resources on its future-growth core disease areas of bone and mineral, intractable hematological diseases/ hemato-oncology, and rare diseases by forming its APAC Cluster covering South Korea, Taiwan and Australia markets.

Under the terms of the agreement with DKSH, Kyowa Kirin has entered into a promotion and distribution agreement with DKSH for commercial rights to Kyowa Kirin's established medicines portfolio including seven brands in Hong Kong / Macau, South Korea, Malaysia, Singapore, Taiwan and Thailand markets.

Additionally, Kyowa Kirin has also signed a promotion and distribution agreement with DKSH for commercial rights to Kyowa Kirin's global products: CRYSViTA in Hong Kong / Macau, Malaysia, Singapore and Thailand markets, as well as POTELIGEO in Singapore.

Under the terms of the agreement with WinHealth, Kyowa Kirin China Pharmaceutical Co., including its five established brands in China, will be transferred to a special-purpose company that will inherit them under Winhealth at a transfer price of up to RMB 720 million (approximately JPY 15 billion). Additionally, Kyowa Kirin has entered into a promotion and distribution agreement with WinHealth for commercial rights to Kyowa Kirin's global products (CRYSViTA and POTELIGEO).