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Wacker restructures sales network in Asia

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German firm Wacker restructures sales network in Asia



Singapore: Munich-based Wacker Group is restructuring its sales network for biotech products in Asia to enhance efficiency and generate cross-regional synergies. As part of realignment of its sales structures in Asia, the company will entrust the DKSH with marketing and distribution of its biotech products in the regions of Southeast Asia, India - including Bangladesh and Sri Lanka - and South Korea.

The company deploys advanced biotech processes to produce tailored and innovative solutions and products for the life-sciences sector. These include pharmaceutical proteins, cyclodextrins and fermentation-generated cysteine. The products are used in food and beverages and in personal care and household products.

Cyclodextrins can be used to mask an unpleasant taste in food, stabilize sensitive food ingredients or increase the bioavailability of certain active agents. They can also be deployed as soluble fibers. Wacker is the only company in the world to produce vegetarian-grade cystine and cysteine using an award-winning biotech process. Cysteine is an amino acid that is used as a raw material in aroma production or for bakery use.

"The partnership with DKSH will significantly strengthen Wacker's position in Southeast Asia, a region in which we see growing demand, particularly for our biotech products and solutions," says Mr Heiko Zipp, director of the nutrition business team at Wacker Biosolutions, the biotech and life-sciences division of the group.

The DKSH Group is a leading provider of services to enterprises expanding into Asia. A Swiss company with headquarters in Zurich, DKSH has 650 offices in 35 countries worldwide and focuses on industry-specific fields of competence such as consumer goods, pharmaceuticals, specialized raw materials and technology.