

## SK Telecom enters China's lucrative market

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**Singapore:** SK Telecom aims to tap the lucrative Chinese market by opening two healthcare centers 'SK Telecom Healthcare R&D Center' and 'Shenzhen VISTA-SK Medical Center' in Software Park in Shenzhen, China.

The inaugural ceremony conducted on July 3, 2014 was attended by Mr Ha Sung-Min, CEO of SK Telecom, Mr Chen Biao, deputy mayor of Shenzhen, Mr Fan Ming Chun, chairman of Shenzhen Investment Holdings and Mr Yan Yifeng, chairman of VISTA CLINIC.

SK Telecom established a joint venture with VISTA and the Shenzhen VISTA-SK Medical Center is equipped to offer health assistance to 30,000 customers in a year. The center aims to have specialized clinics of family medicine, pediatrics, dental care and gynecology.

SK telecom aims to generate new opportunities in the Chinese market with the help of the government, by converting ICT to healthcare. VISTA would utilize its vast experience in Chinese cities to form strategic alliances with health insurance companies in the country and provide medical service through clinics.

The R&D center will comprise of IVD lab and an Open Collaboration Center that facilitates joint research projects with Korean and Chinese healthcare companies. The center will also have promotional division that will showcase SK Telecom's business and vision.

Mr Ha Sungmin, CEO of SK Telecom said that this marked the starting point of future healthcare businesses and ventures of the firm. He said that this would help in expanding international business and transforming Korea as a global health player.