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DKSH transfers two pharma brands to CMS

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Singapore: DKSH, a leading expansion service provider in Asia has inked a pact to transfer two pharmaceutical brands- Combizym and Hirudoid to China Medical System Holdings (CMS).

The two brands were owned and marketed by DKSH in China. DKSH will continue to expand the brand outside of China and to source the products for the Chinese market.

Combizym's current market presence is almost uniquely focused on China and therefore the entire business will be handed over to CMS. Hirudoid is marketed and distributed by DKSH on a regional basis. With the Chinese market being highly competitive, this strategy allows DKSH to grow as services provider in selective niches.

"CMS with its 1,700 sales representatives has a strong reach in the Chinese pharmaceutical sector, said, Mr Bruno Sidler, chief operating officer of DKSH, "The company therefore is best positioned to make the products even more available to patients in China and to leverage the future potential of the two brands."

Dr Kong Lam, chairman and chief executive officer of CMS, noted, "This transaction is an important step for CMS to expand our offering with two best-in-class, western pharmaceutical brands. Combizym and Hirudoid fit perfectly with our existing brands and we are committed to investing and growing the business and enhancing its already well-established reputation and performance."