

Merck partners with Aussie fertility technology firm

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Singapore: Merck, a leading company for innovative and top-quality high-tech products in healthcare, lifescience and performance materials, has collaborated with Australia based fertility technology firm, Genea Biomedx.

With this partnership, Merck Serono, the biopharmaceutical business of Merck, and global market leader in drugs for Assisted Reproductive Treatment (ART), would get global marketing and commercialization rights to Genea Biomedx's product portfolio.

With the global rights of new product line, Merck Serono aims to expand its market position and will closely collaborate with Genea Biomedx to jointly develop innovative technology products and services.

"As a pioneer in reproductive health, we are continuously seeking to extend our product portfolio to bring innovative science and services to the fertility community," explained Mr Belén Garijo, member, executive board, Merck and CEO Healthcare. "There is significant need for improved technologies in fertility treatment, since the majority of issues in ART are beyond drug therapy. The key priority of our Fertility Technologies unit at Merck Serono is to advance our fertility portfolio beyond drugs and to enable innovation in technologies and services. Entering a global partnership with Genea will allow Merck to introduce innovative technologies in the ART market, further aiming to improve outcomes throughout the in vitro fertilization process. Merck Serono is dedicated to help patients realize their dream of creating a family."

"Advancing the science of fertility treatment to improve outcomes and success rates for patients worldwide is Genea's mission and we are excited that our agreement with Merck helps us continue to bring that aim to fruition," said Mr Tomas Stojanov, CEO, Genea. "The launch of the three products, Gems, Gavi and Geri, is just the beginning of a unique collaboration between our two companies which will deliver innovative, high-technology products and thinking to fertility clinics around the world."