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ASIA EDITION

Chinese herbal market is affected by fake products'

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Can you give a brief about your company?

Ningbo Green-Health Pharmaceutical Co Ltd is an international and China Drug, food and food additives GMP certified manufacturer engaging in production of API preparations, herb extracts, food and food supplements, food, food supplements, food additives and medical ingredients. We have three herb extracts production lines, one semi-synthesizing production line, one preparation production line for tablets, capsules, granules, pills-all approved by CFDA-GMP, food additive, Europe-CGMP, Korea FDA-GMP certification.

How big is your company in terms of revenues and no. of people employed?

We have around 400 people working with $70 million revenues. We export our products mainly to US, UK, Korea and a few European countries.

How is Chinese Herbal market?

Chinese herbal market is affected by fake products. We need to educate people about it and sell our genuine products. Ginkgo extracts is one of our major selling products. Government should come out with more strict laws to counter fake herbal products. We are trying to maintain our sales this year same as compared to last year in this downturn.

Which are the new markets you are exploring in 2016?

We are looking at South East Asia, India, Singapore and South America as a new market for 2016.

Can you share some details about you R&D activities?

Around 20 of our staff are working with R&D. We spend around $3-$4 million every year on our research and new product development. Though we come out with many products, only 2-3 products will see the light every year. Innovation is the key in our sector.