

German firm RauCon extend services to Asia by assisting Chinese pharma market

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RauCon signed partnership agreements with the Chinese companies Lingmed Ltd. and GBI Group Ltd. for the support of its asiaPLX Marketplace expansion in Asia



RauCon, the Heidelberg, Germany, based pharma business development service provider for the global pharmaceutical industry signs a second partnership agreement for Chinese pharma market.

After the recent signing of a partnership agreement for the mutual promotion of services with Lingmed Ltd., a company serving the Chinese healthcare market with intelligence databases, RauCon closed a second partnership agreement with GBI Group Ltd., a company that offers a diverse portfolio of market intelligence solutions for pharmaceutical and device companies, focused on China and the Latin American markets. Both companies are located in Shanghai, China.

According to the agreements, RauCon will promote both companies' service offers while Lingmed and GBI will promote RauCon's Marketplaces for Pharma Business Opportunities among their Chinese customers. The Marketplaces euroPLX and asiaPLX are the modern version of a platform established in 1995 for the exchange of licensing and business opportunities, with 76 partnering events held for pharmaceutical clients from 86 countries.

Stefan Hilscher, one of RauCon's Managing Directors, says "We are very much looking forward to these partnerships and expect them to support our Marketplace projects in Asia, especially asiaPLX 1 Singapore which has been delayed by the pandemic."