Ajinomoto Pharmaceuticals Co., Ltd. (President, Tomoyasu Toyoda; Headquarters, Chuo-ku, Tokyo; hereinafter “Ajinomoto Pharmaceuticals”) announced today that Ajinomoto Pharmaceuticals obtained the import license in Vietnam for a long-acting calcium antagonist antihypertensive drug “ATELEC®” Tab. (nonproprietary name: cilnidipine) in October 2012 and started distribution of the product by DKSH Group as of January 3rd, 2013.

Ajinomoto Pharmaceuticals has signed a distributorship agreement with DKSH Group for the Vietnamese market and deploys marketing staffs and medical representatives within DKSH Group who are exclusively dedicated to sales promotion of Ajinomoto Pharmaceuticals’ products. Ajinomoto Pharmaceuticals started marketing activities in the country in April last year for an amino acids infusion for hepatic failure “MORIHEPAMIN®” and an amino acids infusion for renal failure “Neoamiyu®”.

Given the launch of “ATELEC®” Tab., Ajinomoto Pharmaceuticals has increased the number of dedicated medical representatives to enter into the antihypertensive market in the country.

As a member company of the Ajinomoto Group that aims to be “a group of companies that contributes to human health globally”, Ajinomoto Pharmaceuticals is focused on Southeast Asia for its overseas business because the Ajinomoto Group is well known in the region and there are similarities in the cultural background and the physical constitution between the people there and Japanese, which will facilitate application of knowledge obtained in Japan. Among the Southeast Asian countries, Ajinomoto Pharmaceuticals especially positions Vietnam as a key market due to the country’s remarkable economic growth as well as for some of Ajinomoto Pharmaceuticals’ products having been already marketed in the country.

Ajinomoto Pharmaceuticals aims to contribute to increase of Quality of Life of patients in Vietnam through activities to realize “For your quality of life.”
About Ajinomoto Pharmaceuticals Co., Ltd.
Based on clinical nutrition consisting of infusions and medical foods that started from applications of amino acid-related knowledge stock in the Ajinomoto Group, Ajinomoto Pharmaceuticals is specializing in the gastrointestinal and metabolic disease areas, conducting new product development, LCM (Life Cycle Management) development as well as responding to unmet medical needs (diseases for which medical needs are high but no effective products exist). In Vietnam also, Ajinomoto Pharmaceuticals aims to be a “sharply-focused specialty pharmaceuticals company” that contributes to increasing patient’s quality of life and medical practitioners can trust and rely on, through practice of the slogan “For your quality of life”.

About DKSH
DKSH Group is a leading company group that provides “Market Expansion Services” globally centered in Asia. In 35 countries over the world, DKSH Group has 650 offices with 26,000 experts achieving 7.3 billion sales in Swiss Franc in 2011. The healthcare division of DKSH Group provides a wide range of solutions covering product registration, marketing, sales, distribution and logistics for those companies who want to expand their business to the Asian region with main focus on Southeast and East Asia.

Market Expansion Service
Market Expansion Service (MES) is the outsourcing service that helps companies to not only reduce their costs but also enhance revenue. MES provide offers a comprehensive service that supports a company to expand into a new market while simultaneously increasing market penetration and improving performance in the existing markets. DKSH Group backs up clients in the specific procedures required by local laws and regulations, meeting culture differences, access with local customers and keen competition in the new markets.

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