

## Korea's Pharma Industry Association appoints a new chairman

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**The Korea Research-based Pharma Industry Association (KRPIA) has elected Avi BenShoshan, the CEO of MSD Korea, as its new chairman**



According to reports by a leading Korean news portal- Korea Biomedical Review, The Korea Research-based Pharma Industry Association (KRPIA) has elected Avi BenShoshan, the CEO of MSD Korea, as its new chairman.

BenShoshan, who started his career at Pfizer Canada in 1995, moved to MSD Israel in 2003. Since then, he has worked for MSD in several countries, including MSD Netherland's marketing director, MSD Israel CEO, MSD Japan's strategic planning

head, before becoming CEO of MSD Korea in 2016, reported the news agency.

"In line with the government's policy to strengthen healthcare coverage, which will be implemented this year, KRPIA will do its best so that the pharmaceutical industries can give benefits to patients quickly and broadly regarding innovative new medicines, health, and quality of life," BenShoshan as quoted by the news portal.

The association plans to contribute to the development and globalization of Korea's pharmaceutical and biotechnology industries by strengthening cooperation with open innovation in the upcoming Fourth Industrial Revolution, he added.

The KRPIA also expressed expectations on electing BenShoshan as its new chairman, read the news report. "Elected as a board member of KRPIA in 2016, BenShoshan has contributed to the development of the association with strategic and integrated insights," KRPIA said in a statement. "BenShosan is evaluated as an excellent leader with his 23 years of experience as the head of marketing, external cooperation, business development, strategic planning and executive of global pharmaceutical companies."