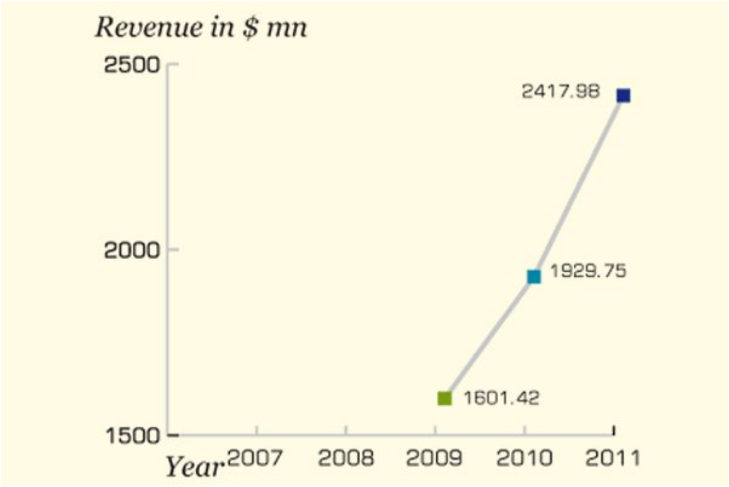
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Shenzhen Accord all set to go beyond China

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Shenzhen Accord all set to go beyond China



Shenzhen AccordChina is undergoing healthcare reforms and, in the process, industry regulations are becoming strict. Adopting a new business strategy to lead in the changing business environment, Shenzhen Accord is incorporating new ideas, scientific orientation, and enhanced health operations. Strengthening its core business, Shenzhen Accord Pharmaceutical plans to purchase 51 percent stake in Shenzhen Yanfeng Medicine and hopes to acquire the medicine business of Nanning Medicine.

With an objective to grow, Shenzhen Accord has set an annual business theme to actively respond to adverse market conditions and stick to regulatory guidelines.

To effectively achieve specialization and coordination, Shenzhen has undertaken 12 sub-plans. These include implementation of internal control management and self-assessment system to enhance the ability of risk prevention. The company is also looking at speeding up the distribution network layout, and enhance market influence to further promote structural adjustment, improve profitability, and seize new healthcare reform. These strategies helped the company grow last year. The revenue of the company increased from $1.93 billion in 2010 to $2.42 billion, registering a growth of 25.3 percent. Shenzhen Accord is building its research and development (R&D) structure in a robust manner to co-ordinate the configuration of R&D resources, and to promote product R&D.

In 2011, Shenzhen was successful in making its mark in the international market. Cephalosporin powder became the first independent registered injection drug approved by the European Union. Shenzhen Accord is also investing on product manufacturing, R&D, and production and operation to produce the respiratory system drugs and anti-infective drugs, mainly respiratory cough medication and cephalosporins series products. The company has already made its position strong in Chinese medicine, chemical medicine preparation, antibiotics, biochemical medicines, biological products, diagnostic agents and therapeutic diagnostic biological products.

Equipped with quality control systems for drugs and the strongest pharmaceutical logistics centers with highest degree of automation and professional services, the company undertakes the reservation tasks of drugs and medical equipment for the city. The distribution division is devoted to offering professional, efficient, and high quality medicine distribution service to the

upstream and downstream customers of the medical industry, building a strong medicine distribution platform in southern China.