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Tai Tien markets pitavastatin calcium in Taiwan

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Singapore: Tai Tien Pharmaceuticals, a wholly owned subsidiary of Japan-based Mitsubishi Tanabe Pharmaceutical, has started marketing of pitavastatin calcium (Livalo tablets), a hypercholesterolemia treatment agent, in Taiwan.

The marketing is being done by Tai Tien under an exclusive development and commercialization agreement between Kowa and Mitshubishi Tanabe.

Pitavastatin, whose raw material is manufactured by Nissan Chemicals Industries, is commercialized globally and exclusively by Kowa. As a new HMG-CoA reductase inhibitor that exhibits strong LDL cholesterol lowering action, Pitavastatin is positioned as a strong statin. Mitsubishi Tanabe expects early penetration of pitavastatin in Taiwanese market and maximization of the sales through the excellent marketing capabilities of Tai Tien Pharmaceuticals and the strong synergies with their good perforemance, experience of existing drugs in the cardiovascular area.