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EC Healthcare, China Medical System collaborates to promote Aesthetic Medical Industry

June 14, 2021 | News

Utilizes the synergy of Upstream and Downstream to promotes the development of medical products and talents



EC Healthcare, the largest non-hospital medical group in Hong Kong* and China Medical System Holdings Limited, jointly announce that the Group and a subsidiary of the CMS entered into a memorandum in relation to the strategic collaboration.

The MoU includes but not limited to setting up an aesthetic medical marketing center for distribution and marketing of aesthetics medication and related products initially in Hong Kong, and exploring to set up an aesthetic medical training and education platform for registered practitioners, and further exploring the formation of a nationwide aesthetic medical doctor partnership business platform.

The Group is the largest non-hospital medical service provider in Hong Kong based in the Greater Bay Area, providing medical, aesthetic medical and healthcare services. The CMS Group is an innovation-driven specialty pharma with a focus on sales and marketing in China, with more than two decades proven record of experience in successful drug promotion in multi departments.

According to the memorandum, the Group and CMS will set up and operate an aesthetic medical marketing centre in Hong Kong as starting point for distribution, sales and marketing of aesthetics medication and related products in Hong Kong. Also set up an aesthetic medical training and education platform for registered practitioners to provide aesthetic medical services, and further explore the formation of a nationwide aesthetic medical doctor partnership business platform. This will strategically link up upstream and downstream of aesthetic medical industry to maximize the industry synergy, promote the compliance of aesthetic medical products, foster the commercialization of aesthetic medical professionals, and standardize aesthetic medical services.