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Pharma giants to strengthen business presence in Asia Pacific in CNS drug market

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Luye Pharma and Zuellig Pharma to distribute mental health drugs Seroquel and Seroquel XR in Malaysia and Brunei



Luye Pharma Group has entered into an agreement with Zuellig Pharma, a leading healthcare service group in Asia, under which the company grants Zuellig Pharma exclusive rights to distribute its central nervous system drugs Seroquel (quetiapine fumarate, immediate release) and Seroquel XR (extended release formulation) in Malaysia and Brunei.

Seroquel and Seroquel XR are atypical anti-psychotic medicines with antidepressant properties, for the treatment of schizophrenia and bipolar disorder. Seroquel XR is also approved in some markets for major depressive disorder and generalized anxiety disorder. Quetiapine is recommended as a first-line treatment option for the management of patients with bipolar disorder in the Canadian Network for Mood and Anxiety Treatments (CANMAT) and the International Society for Bipolar Disorders (ISBD) 2018 guidelines.

"By leveraging Zuellig Pharma business network and channel resources together with Luye Pharma's in-house sales and marketing capabilities, we believe the distribution partnership will help better improve the accessibility of Seroquel products for patients in these two markets," said Andy Siow, APAC Regional Director of Luye Pharma (International). "Meanwhile, we are also looking forward to working with more business partners, integrating resources from all sides to bring more high-quality and evidence-based innovative drugs to benefit patients in need."

In Asia Pacific, Luye Pharma's business footprint covers 15 countries and regions, with the company continuing to further expand in various markets through the establishment of its in-house sales and marketing team in Malaysia, Brunei, Singapore , Australia, Hong Kong SAR, and Taiwan, China, as well as in other markets, through in-depth collaborations with a number of global partners in the region.