

QIAGEN to open Experience Lab in the Philippines with Hamburg Trading Corporation

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The partnership will provide Filipino scientists with hands-on access to molecular workflows, laboratory automation and digital PCR systems.



QIAGEN, a global provider of Sample to Insight solutions, has officially commenced a new distribution partnership with Hamburg Trading Corporation for its life sciences business in the Philippines. This collaboration is anchored by the opening of the QIAGEN Experience Lab in the Philippines, a dedicated space designed to bring advanced molecular solutions directly to the local scientific community.

As a cornerstone of this partnership, QIAGEN and Hamburg have unveiled a dedicated QIAGEN demo lab in the Philippines. This new facility represents a significant milestone in QIAGEN's regional strategy, establishing a permanent physical presence to support the local scientific community.

The partnership features QIAGEN's latest advancements in laboratory automation, including QIASprint Connect, QIAcube Connect and QIAcuity Digital PCR system. These solutions are available for demonstration within the lab, highlighting QIAGEN's "Sample to Insight" capabilities.

The Philippines represents a critical mass applied testing market. The partnership with Hamburg enables QIAGEN to tap into specialized segments, including veterinary, plant testing and industrial applications, while maintaining a robust foothold in academic and pharmaceutical R&D.

"Beyond serving as a supplier, we are partnering with Hamburg Trading Corp to transform this facility into a vibrant learning hub that empowers the next generation of Filipino scientists through hands-on seminars and real-world expertise," said Eric Goh, Head of Commercial Operations, Southeast Asia at QIAGEN. "This milestone marks a crucial step in our long-term commitment to the Philippines and the broader Southeast Asian market."

The new demo lab is designed to be a platform for real customer engagement, allowing stakeholders from applied testing and life sciences research to experience QIAGEN's expansive portfolio without the need for internal clearances for instrument demos.

The Filipino scientific community stands to benefit from direct, hands-on access to the full QIAGEN portfolio, enabling researchers to experience advanced workflows in person. By providing a dedicated space for on-site demonstrations and technical workshops, the lab removes the logistical burden, resulting in a more seamless evaluation process. Furthermore, the facility serves as a vital hub for local expertise, fostering capability building and providing a physical center for internal training and specialized support across the nation. This local, physical presence increases brand credibility in a market that relies on local partners for evaluation and support.

As a global leader in Sample to Insight solutions, QIAGEN serves the molecular diagnostics and life sciences sectors across Southeast Asian countries. The company remains dedicated to supporting clinical healthcare, academic research, pharmaceutical R&D and industrial applications through its comprehensive portfolio of consumables and automated solutions.