

## Life Spine enters the Chinese market

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**Singapore:** Life Spine, a medical device company dedicated to improving the quality of life for spinal patients has made a strategic move by entering into a partnership with, China Pioneer Pharma Holdings Limited based in Shanghai.

China Pioneer Pharma Holdings is an industry leader within China selling into more than 23,000 hospitals, with more than 1,000 dedicated sales representatives. China Pioneer Pharma recently underwent its initial public offering on the Hong Kong Stock Exchange and currently has a market capitalization of over \$700 million.

China is a proven largest orthopedic growth market in the world. The tactful move promises to create a large potential to expand revenues for both the companies. Mr Rick Greiber, vice president of international sales and business development at Life Spine said that the expertise of Pioneer would add immense value to their growth with their broad base of highly trained representatives and a strong management team.