

ZS expands in Singapore to tap bioscience industry

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Singapore: In a move to expand its presence in Asia-Pacific region, global sales and marketing firm, ZS, has opened an office in Singapore, its fifth location in Asia and 22nd worldwide.

ZS has increased its investment in Singapore as the pharmaceutical, biotechnology and medical device industries continue to boom in the region. Many large pharmaceutical and medical device companies either already have a regional headquarters in Singapore or plan to build a presence in the country, the company informed.

"Singapore has become a hotbed for multinational health care companies, and we have helped many of these firms, and their affiliates, address unique sales and marketing challenges for several years now," said Mr Chris Wright, managing director, ZS. "ZS got its start more than 30 years ago in the pharmaceutical industry and has expanded into many other industries over the years. The investment in our new location builds on our strategic success and allows us to be closer and better positioned to help companies in Singapore and the Asia-Pacific region. It also highlights our commitment to clients around the world."

The Singapore operation will be led by Mr Mazen Zahlan.

"Pharmaceutical and medical device companies are challenged to devise commercial strategies, allocate resources and build and retain a strong team to tap opportunity in the region's many growth markets," said Mr Zahlan. "In Singapore, ZS will draw on three decades of experience to help companies create effective go-to-market strategies, build their capabilities and frequently operate as an extension of their teams. The Singapore office will offer the full scope of ZS services and be a full-fledged sales and marketing partner to companies in the region."